



ROCKY MOUNT TOWN COUNCIL
AGENDA
REGULAR COUNCIL MEETING
TO BE HELD IN COUNCIL CHAMBERS
ROCKY MOUNT MUNICIPAL BUILDING
345 DONALD AVENUE
ROCKY MOUNT, VIRGINIA
DECEMBER 14, 2015
AT 7:00 P.M.

When speaking before Town Council, please come to the podium and give your name and address for the record. Please address the Council and not the audience. If you provide Council with any documentation, please also give a copy to the town clerk prior to speaking.

◆
All cellular phones must be turned off during the Council Meeting.
◆

The Town of Rocky Mount is pleased to offer assistive listening devices for meeting attendees with special hearing needs. Please ask any staff member or the town clerk for assistance.

- I. Roll Call
- II. Pledge of Allegiance
- III. Approval of Agenda
- IV. Special Items (*none at this time*)
- V. Public Hearing
 1. Comprehensive Plan 2015-2035
- VI. Approval of Draft Minutes
 - October 12, 2015 – regular meeting minutes
 - November 9, 2015 – regular meeting minutes
 - December 1, 2015 – joint meeting minutes
- VII. Approval of Consent Agenda
 - Miscellaneous Action
 - Disposal of Surplus Vehicles
 - Miscellaneous Resolutions/Proclamations (*none at this time*)
 - Departmental Monthly Reports
 - Community Development Department
 - Finance Department
 - Fire Department
 - Police Department
 - Public Works Department
 - Wastewater Department
 - Water Department
- VIII. Hearing of Citizens
- IX. Old Business
 1. Council Retreat
- X. New Business
 1. Update on the elimination of fees on credit card payments
 2. Recommendation of Custodial Cleaning Contract
 3. Adoption of Comprehensive Plan 2015-2035
 4. Consideration and approval of Comprehensive Economic Development Strategy Priority Projects (CEDS) for the year 2016
 5. Consideration of a resolution seeking a ruling from the Virginia Department of

Environmental Quality that would require site specific erosion and sediment control plans for any pipeline construction in Virginia

6. Nuisance and Blight determination, including 100 Goodview Avenue

- XI. Committee Reports
- XII. Other Matters, Concerns and Rise 'N Shine Appearances
- XIII. Closed Meeting and Action (*none at this time*)
- XIV. Work session to review Harvester Quarterly Report
- XV. Adjournment

Copies of the agenda packet are available for review at the Town Clerk's Office located at the Rocky Mount Municipal Building, 345 Donald Avenue, Rocky Mount, Virginia, Monday through Friday, during normal working hours (8 a.m. to 5 p.m.), or by going to Town of Rocky Mount website: www.rockymountva.org.

◆
Notice of intent to comply with Americans With Disabilities Act: Special assistance is available for disabled persons addressing Town Council. Efforts will be made to provide adaptations or accommodations based on individual needs of qualified individuals with disability, provided that reasonable advance notification has been received by the Town Clerk's Office. For assistance, please contact the Town Clerk's Office, Town of Rocky Mount, 345 Donald Avenue, Rocky Mount, VA 24151, or by calling (540) 483-7660.

◆
Thank you for taking the time to participate in your Town Council meeting. The Mayor and members of Council invite and encourage you to attend whenever possible because good government depends on the interest and involvement of citizens.

ITEM(S) TO BE CONSIDERED UNDER:

- Hearing of Citizens
 Consent Item
 Old Business
 New Business
 Committee Report
 Other
Public Hearing

FOR COUNCIL MEETING DATED:	
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STAFF MAKING REQUEST:	Planning Commission Community Development Planning & Zoning Hill Studio, Consultant
BRIEF SUMMARY OF REQUEST:	<p>The Comprehensive Plan update final draft is ready for adoption. This process has taken over two years to complete and includes comments from a wide variety of stakeholders in the community after staff cast a wide net to request participation. The plan governs your anticipated land use, development, environment and growth for the next five years.</p> <p>Planning Commission and Town Council held a joint meeting December 1; Planning Commission held its required public hearing and received one public comment, which led to removal of references to Building Code Parts 2 and 3. Staff and the consultant added additional language regarding the development of tourism zones. The plan draft is now finished and requires an additional public hearing prior to adoption.</p>
ACTION NEEDED:	Public Hearing. Consider adoption of the plan.

Attachment(s):

FOLLOW-UP ACTION: (To be completed by Town Clerk)

**ROCKY MOUNT TOWN COUNCIL
REGULAR MEETING MINUTES
OCTOBER 12, 2015**

The October 12, 2015 regular meeting of the Rocky Mount Town Council (hereafter referred to as "Council") was held in the Council Chambers of the Rocky Mount Municipal Building located at 345 Donald Avenue, Rocky Mount, Virginia, at 7:00 p.m. with Mayor Steven C. Angle presiding.

The following members of Council were present:

- Mayor Steven C. Angle
- Vice Mayor Gregory B. Walker
- Bobby M. Cundiff
- P. Ann Love
- Robert L. Moyer
- Jon W. Snead
- Billie W. Stockton

The following staff members were present:

- John Boitnott, Town Attorney
- Bob Deitrich, Water Treatment Plant Superintendent
- Rebecca Dillon, Interim Executive Assistant
- C. James Ervin, Town Manager
- Josh Gibson, Town Planner
- Amy Gordon, Assistant Finance Director
- Matthew Hankins, Assistant Town Manager
- Mark Lovern, Lieutenant, Rocky Mount Police Department
- Cecil Mason, Public Works Director
- Jeff Rakes, Fire Chief
- Linda Woody, Finance Director

The meeting was called to order by Mayor Steven C. Angle.

PLEDGE OF ALLEGIANCE

Mayor Angle led in saying the Pledge of Allegiance.

APPROVAL OF AGENDA

Vice Mayor Walker moved to amend the agenda to include authorization for Goodwill Industries to hold a parade.

Motion: To approve the amended agenda as presented

Motion By: Vice Mayor Walker

Second: Council Member Snead

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: The amended agenda was approved by a unanimous vote

SPECIAL ITEMS

Let the record show there were no special items to discuss at this time.

PUBLIC HEARINGS

Mayor Angle recessed the meeting to go into public hearing.

- A. ***Public Hearing No. 1:*** Franklin County Historical Society's special use permit request to demolish and reconstruct a two-story accessory building on its property at 460 South Main Street, tax map parcel #2070053900. The property is zoned Central Business District (CBD).

Staff Report by Asst. Town Manager Hankins:

Staff supports a special exception permit to construct an accessory building on this property. Its impact is expected to be minimal and the building itself serves as a buffer between the sole adjacent residential use and South Main Street. It does not substantially change the character of the neighborhood, helps facilitate a permitted use and supports the mission of a community educational and cultural resource. The Planning Commission held a public hearing on October 6, 2015. Both staff and the Planning Commission recommend an approval of the rezoning with the following conditions:

- The site shall be developed in substantial conformance with the conceptual plans submitted as a part of the rezoning application.
- A vegetative or screening buffer shall be installed and maintained between the building and the adjacent residential use.

Let the record show there were no comments from Council

Public Hearing: Let the record show that no member of the public came forward to speak.

Mayor Angle called the meeting back into regular session.

Motion: To approve the special use permit for Franklin County Historical Society per the Planning Commission's recommendation

Motion By: Vice Mayor Walker

Second: Council Member Cundiff

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: The request was approved by a unanimous vote

Mayor Angle recessed the meeting to go into public hearing.

- B. **Public Hearing No. 2:** Ntelos' request for special use permit to install cellular antennae on the tower at CenturyLink's local exchange building at 280 South Main Street, tax map parcel #2070056000.

Staff Report by Asst. Town Manager Hankins:

Staff supports a special exception permit to erect an antenna array for wireless service on the tower at 280 South Main Street. Since the tower exists, its anticipated visual impact is expected to be minimal—certainly in comparison with a new tower. The Planning Commission held a public hearing on October 6, 2015. Both staff and the Planning Commission recommend an approval of the rezoning with the following conditions:

- The site shall be developed in substantial conformance with the conceptual plans submitted as a part of the special exception application.

Comments from Council:

Mayor Angle stressed his concern regarding the language of sections of the Mead & Hunt and KCI reports of the structural integrity of the tower and building. Attorney Maxwell Wiegard from Gentry Locke (10 Franklin Rd., SE, Suite 900, Roanoke, VA. 24011) and Debbie Balsler with nTelos (1154 Shenandoah Village Dr., Waynesboro, VA. 22980) stated that KCI is Centurylink's engineering firm, who performed a structural analysis on the tower, and Mead & Hunt were contracted by nTelos to perform an examination of the rooftop of the Centurylink building. Centurylink would not allow nTelos to perform an analysis on the tower itself. Planner Gibson addressed Mayor Angle's concern by explaining that no actual weights were placed on the tower; only theoretical measures were performed, hence the reason for the language placed in each report.

Town Manager Ervin reminded Council that the Town's initial position on this matter was to not allow this tower to still be located on top of the Centurylink building downtown, as we took action to have the structure removed because it was an abandoned nonconformity. The legal process that followed overruled the Town's position, allowing us to consider options such as this that would provide the Town some return and function on its impact.

Public Hearing: Let the record show that no member of the public came forward to speak.

Mayor Angle called the meeting back into regular session.

Discussion By Council: Let the record show there was no discussion by Council.

Motion: To approve the special use permit for nTelos per the Planning Commission's recommendation

Motion By: Council Member Moyer

Second: Council Member Snead

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: The request was approved by a unanimous vote

APPROVAL OF MINUTES

Received by Council in their packet for this scheduled meeting were draft minutes for review and consideration of approval:

- July 13, 2015 Special Meeting Meeting Minutes
- July 13, 2015 Regular Meeting Minutes
- September 14, 2015 Regular Meeting Minutes
- September 24, 2015 Special Meeting Minutes

Motion: To approve the draft minutes as presented

Motion By: Council Member Stockton

Second: Council Member Walker

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: The draft minutes presented were approved by a unanimous vote

APPROVAL OF CONSENT AGENDA

This month's consent agenda consists of the following items:

- (1) **Miscellaneous Action**, including:
 - Review and consideration of Lynda Spence for re-appointment to the Economic Development Authority for a term of four (4) years.
- (2) **Miscellaneous Resolutions/Proclamations** including:
 - Review and consideration of Resolution by the Rocky Mount Town Council for National Business Women's Week.
- (3) **Department Monthly Reports**, including:
 - Community Development Department
 - Finance Department
 - Fire Department
 - Police Department
 - Public Works Department
 - Waste Water Department
 - Water Department

Discussion: None

Motion: To approve the consent agenda as presented

Motion By: Council Member Love

Second: Council Member Cundiff

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: The presented consent agenda was approved by a unanimous vote

HEARING OF CITIZENS

Let the record show that prior to the meeting, there was one person who requested to speak during the "Hearing of Citizens" segment of the meeting.

- A. Mayor Angle called upon Verdella Law-Williamson (50 Warren St., Rocky Mount, VA. 24151) to come forward and address Council.

Discussion:

Ms. Williamson addressed Council regarding an issue she has with parking for her place of business, Law's Barber Shop, located on Warren Street. Her customers are having difficulty finding a place to park on the street, in which she has previously spoken to the police department and Town Manager Ervin about. She is requesting to have one or two parking places designated for her patrons in front of her business from the hours of 9:00 a.m. through 6:00 p.m., Monday through Saturday.

Motion: To approve two parking places with designated hours of 9:00 a.m. through 6:00 p.m., Monday through Saturday.

Motion By: Council Member Love

Second: Council Member Stockton

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Approved by a unanimous vote

- B. Ms. Williamson also had concerns over numerous seats being reserved at the Harvester Performance Center, as her understanding it was "first come first serve" and the reason why patrons stood in line early. Mayor Angle explained that sometimes seats are reserved for the band members or their guests. Asst. Manager Hankins confirmed this and added that volunteers are eligible to attend a certain number of shows as well. Asst. Manager Hankins also stated that he would review the reservation of seats with the Harvester staff and make sure that it was being utilized correctly.

Mayor Angle opened the floor to any other citizens wishing to speak. Let the record show no one came forward.

OLD BUSINESS: Let the record show there was none at this time.

NEW BUSINESS

- A. ***New Business Item No. 1:*** Consider security improvements to the Town of Rocky Mount Municipal Building and approval of contract with Spectrum Design and State Security.

Staff Report by Town Manager Ervin:

With the recent incident at Bridgewater and HR actions by the Town, we have had an assessment of our building security performed. In addition, we are to a point where it is

time to re-key the municipal building as we have been using the same key system for a decade. Staff presents two proposals:

- The first is a proposal for Architectural Services from Spectrum Design to design, bid and manage the installation of the majority of the improvements recommended by the security review. The estimate for the design work quoted is \$14,800.
- The second proposal is from our current security system vendor to migrate to an electronic access control system used in most public buildings whereby a user is assigned an electronic key card that can be programmed to access individual doors as needed and revoked if lost or stolen without the need to re-key the entire building. The estimate for this is \$19,973.53.

Staff recommends these items to be considered by Council for completion in the current fiscal year by making budgetary adjustments approved by the board.

General Discussion:

Mayor Angle, Vice Mayor Walker, and Council Member Moyer expressed concerns over cost and suggested that some of the work could possibly be performed by Town staff or other vendors, without using architectural services. Town Manager Ervin stated that items such as shrub removal and installation of additional cameras were more simplistic in nature and could be performed without an architect. Town Manager Ervin stated though that the more complex projects, such as removal of the sliding gate and installation of bullet proof glass in the finance department, should predicate the use of architectural services.

Motion: To meet with the Public Facilities Committee with estimates of building improvements and approve the proposal of the migration to an electronic access control system with our current security system vendor.

Motion By: Council Member Stockton

Second: Council Member Snead

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: The motion was approved by a unanimous vote

- B. ***New Business Item No. 2:*** Consider donation to Franklin County Historical Society of two bus sponsorships - \$600.00 for annual Ghosts & More tours on October 17 and October 24, 2015.

Staff Report by Town Manager Ervin: This is Franklin County Historical Society's annual request and in keeping with previous years. These funds have already been approved in the current year's budget.

Motion: To approve the request as presented

Motion By: Council Member Love

Second: Council Member Cundiff

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: The request was approved as presented by a unanimous vote

C. ***New Business Item No. 3:*** Update on Southwest Virginia and Mountain Region tourism initiatives.

Staff Report by Asst. Manager Hankins: Regional tourism marketing will be considered by the Virginia Tourism Corporation (VTC) after a December 1 deadline for regions to submit their affiliations. For many years, the Roanoke Region has been lumped in with the Shenandoah Valley, the Central Virginia Region or other regions which do not necessarily share the tourism assets or appeal that Roanoke and its contiguous counties have. The Roanoke Convention & Visitors Bureau, of which Franklin County and the Town of Rocky Mount is a part, is making an effort to brand the Roanoke region as the Mountain Region of Virginia in VTC's marketing materials, including its website and the Virginia Visitors Guide. Simultaneously, the Friends of Southwest Virginia organization (an umbrella for The Crooked Road) has begun an effort to classify and brand its 19 county and city service territory (including Franklin County) as the Southwest Virginia tourism region. Therefore, the Town is being competed over by these two organizations.

There are merits to being in one region or being split between two, but there are also potential negative impacts. Virginia Tourism has indicated to the Southwest Virginia folks that it would consider splitting Franklin County between two regions if all interests are served by such an unusual split, which is not without precedent in Virginia tourism marketing. Town Council though has never had the opportunity to express a preference.

We have significant investments in the Southwest Virginia initiatives over the years, but our membership in the Crooked Road and 'Round The Mountain would not be affected by the tourism region designation. We also receive significant and timely help from the Roanoke CVB, particularly in developing travel writers visits, directing customers to local venues and supporting our social media presence by spreading Town tourism-related social media posts to a much broader audience. Both are valuable and appreciated partners in our efforts to make Rocky Mount a destination.

Staff recommends the following options:

- If you believe Rocky Mount and Franklin County should be marketed *exclusively with Roanoke*, Smith Mountain Lake and other Roanoke-region entities, you should take no action.
- If you believe we should be marketed *exclusively with the Southwest Virginia* group, you should indicate that preference by a vote and direct me to express that preference to the Board of Supervisors, the Southwest Virginia group and the Virginia Tourism Corporation.
- If you believe Franklin County and Rocky Mount should be marketed partially by one group and partially by another – *effectively putting Rocky Mount in both tourism regions* – you should indicate that preference by a vote and direct me to express that preference to the Board of Supervisors, the Southwest Virginia group and the Virginia Tourism Corporation.

General Discussion:

Council discussed all three options. Asst. Manager Hankins feels that we will be marketed well in any of these regions, but the most important issue here is that Council be given the opportunity to express their preference. The County's preference is to stay

in the Mountain Region. The Town should be safe staying in the Mountain Region as well.

Mayor Angle stated to leave the Town in the Mountain Region. Let the record show no motion was made.

- D. ***New Business Item No. 4:*** Growth of kudzu and possible removal being addressed under the Town zoning ordinance.

Staff Report by Asst. Manager Hankins and Planner Gibson: Town Council has asked whether Town staff can enforce overgrowth of kudzu using existing Town Code. Unlike species like paradise trees, kudzu is not specifically mentioned as a prohibited species, limiting what we are able to do to prevent its spread to public streets and rights-of-way. Therefore, there is no code Town staff has to enforce regarding kudzu. No surrounding localities have ordinances related to controlling the spread of kudzu. Problems created between neighbors by kudzu are currently civil matters and should remain so.

Staff recommends that you do not change the ordinance. If you do change the ordinance, you should be prepared to hire an additional staff person to conduct code enforcement.

General Discussion:

Council understands that the issue of kudzu should be approached civilly and there is no current ordinance that addresses this nuisance.

Let the record show no motion was made.

- E. ***New Business Item No. 5:*** Request for authorization for Goodwill Industries to hold a parade on North Main Street to support the independence of its employees.

Venice Rutrough (1045 N. Main St., Rocky Mount, VA. 24151) with Goodwill Industries stated that last year Goodwill Industries held a parade for their special needs adults that begins at the Rocky Mount Bowling Alley and ends at the Goodwill facility, using one lane of traffic. The route of the parade has already been reviewed and approved by the police department.

Motion: To approve the request as presented

Motion By: Council Member Snead

Second: Council Member Love

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: The request was approved as presented by a unanimous vote

COMMITTEE REPORTS

The Finance Committee met on September 24, 2015 to consider the YMCA's request for financial assistance. The Committee asked that the Town Manger meet with Mr. Currie

and review this history so that he would understand the Town's existing level of financial commitment to the YMCA.

A meeting occurred with Mr. Currie on Friday October 8, 2015. Mr. Ervin expressed the Town's desire to see the YMCA be successful, and for Mr. Currie to understand the commitment the Town has already made to the organization in getting them to where they are today. Mr. Ervin suggested that future encounters should come with this perspective in mind.

OTHER MATTERS & CONCERNS

Mayor Angle and Assistant Town Manager Hankins appeared on *Rise and Shine Franklin County* this morning, with Mr. Hagee as host.

CLOSED MEETING & ACTION

Entering Closed Meeting:

Motion: To go into closed session under the Virginia Code Section cited below

Time: 8:33 p.m.

Virginia Code Sections: Section 2.2-3711(A).3 - Discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body.

Motion By: Council Member Stockton

Second: Council Member Love

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Meeting convened into a closed session by a unanimous vote

Exiting Closed Meeting and Adjournment:

Motion: To reconvene back into open session and adjourn meeting

Time: 9:00 p.m.

Motion By: Vice Mayor Walker

Second: Council Member Stockton

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: The meeting was reconvened into regular session and adjourned by a unanimous vote

Certificate of Closed Meeting Discussion:

Council certified unanimously that nothing was discussed in the closed meeting other than what was stated in the motion to enter the closed meeting. No action was taken during the closed meeting.

Whereas, the Rocky Mount Town Council has convened a closed meeting on Monday, October 12, 2015 pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

Whereas, Section 2.2-3712 of the Code of Virginia (1950), as amended, requires certification by this Council that such closed meeting was conducted in conformity with Virginia law;

Now, Therefore, Be It Resolved that the Rocky Mount Town Council hereby certifies that, to the best of each members' knowledge: (1) only public business matters lawfully exempted from open meeting requirements under this chapter; and (2) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed, or considered in the meeting by the public body.

Steven C. Angle, Mayor

Steven C. Angle, Mayor

ATTEST:

Amy D. Gordon, Acting Town Clerk

**ROCKY MOUNT TOWN COUNCIL
REGULAR MEETING MINUTES
NOVEMBER 9, 2015**

The November 9, 2015 regular meeting of the Rocky Mount Town Council (hereafter referred to as "Council") was held in the Council Chambers of the Rocky Mount Municipal Building located at 345 Donald Avenue, Rocky Mount, Virginia, at 7:00 p.m. with Mayor Steven C. Angle presiding.

The following members of Council were present:

- Mayor Steven C. Angle
- Vice Mayor Gregory B. Walker
- Bobby M. Cundiff
- P. Ann Love
- Robert L. Moyer
- Jon W. Snead
- Billie W. Stockton

The following staff members were also present:

- John Boitnott, Town Attorney
- Tim Burton, Wastewater Treatment Plant Superintendent
- Ken Criner, Chief of Police
- Bob Deitrich, Water Treatment Plant Superintendent
- Rebecca Dillon, Interim Executive Assistant
- C. James Ervin, Town Manager
- Josh Gibson, Town Planner
- Amy Gordon, Assistant Finance Director
- Matthew Hankins, Assistant Town Manager
- Mark Lovern, Lieutenant, Rocky Mount Police Department
- Cecil Mason, Public Works Director
- Linda Woody, Finance Director

The meeting was called to order by Mayor Steven C. Angle.

PLEDGE OF ALLEGIANCE

Mayor Angle led in saying the Pledge of Allegiance.

APPROVAL OF AGENDA

Agenda amended to include:

Section 2.2-3711(A).3 - Discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body.

Section 2.2-3711(A).7 - Consultation with legal counsel and briefings by staff members or consultants pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body; and consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel.

Remove the approval of draft minutes for October 12, 2015 meeting.

Motion: To approve the agenda as amended

Motion By: Vice Mayor Walker

Second: Council Member Snead

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Amended agenda approved by a unanimous vote

SPECIAL ITEMS

Let the record show there were no special items to discuss at this time.

PUBLIC HEARINGS

Let the record show there were no public hearings.

APPROVAL OF MINUTES

Let the record show there were no minutes presented for approval.

APPROVAL OF CONSENT AGENDA

This month's consent agenda consists of the following items:

- (1) **Miscellaneous Action:** None at this time
- (2) **Miscellaneous Resolutions/Proclamations:** None at this time
- (3) **Department Monthly Reports**
 - Community Development Department
 - Finance Department
 - Fire Department
 - Police Department
 - Public Works Department
 - Wastewater Department
 - Water Department

Discussion: None

Motion: To approve the consent agenda as presented

Motion By: Vice Mayor Walker
Second: Council Member Stockton
Motion Discussion: None
Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker
Nays: None
Action: Consent agenda approved by a unanimous vote

HEARING OF CITIZENS

Let the record show that prior to the meeting, there was no person who requested to speak during the "Hearing of Citizens" segment of the meeting.

Mayor Angle opened the floor to any other citizens wishing to speak. Let the record show no one came forward.

OLD BUSINESS: Let the record show there was none at this time.

NEW BUSINESS

- A. ***New Business Item No. 1:*** The YMCA is holding an annual 5K race on January 23, 2016, and is requesting the closure of streets following the same course as last year. This route has been reviewed by the police department.

Motion: To approve the street closure for the YMCA annual 5K race being held on January 23, 2016.

Motion By: Council Member Snead

Second: Vice Mayor Walker

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Request approved by a unanimous vote

- B. ***New Business Item No. 2:*** The Wal-Mart Foundation has awarded the Rocky Mount Police Department a community grant of \$2,000 to be used to fund local children's activities under the Community Policing Initiative. A supplemental appropriation is needed.

Motion: To accept the grant and approve the supplemental appropriation

Motion By: Council Member Love

Second: Council Member Stockton

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Request approved as presented by a unanimous vote

- C. ***New Business Item No. 3:*** The Virginia Department of Motor Vehicles has awarded the

Town of Rocky Mount Police Department a selective enforcement – alcohol grant for \$5,103 to purchase three RADAR units. There is no required Town match. A supplemental appropriation is needed.

Motion: To accept the grant and approve the supplemental appropriation

Motion By: Council Member Snead

Second: Council Member Love

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Request approved as presented by a unanimous vote

- D. ***New Business Item No. 4:*** The Department of Justice has awarded the Town of Rocky Mount Police Department a total grant of \$4,520 to purchase eight ballistic vests. The Department of Justice share is \$2,260 with the matching Town share also being \$2,260. A supplemental appropriation is needed.

Motion: To accept the grant and approve the supplemental appropriation

Motion By: Council Member Moyer

Second: Vice Mayor Walker

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Request approved as presented by a unanimous vote

- E. ***New Business Item No. 5:*** Staff proposes a one or two day Council Planning Retreat in February or March, using the meeting facilities at the Harvester.

General Discussion: Town Manager Ervin informed Council that a facilitator has been approached and has agreed to participate in the retreat, recommending 1 ½ to 2 days. Mayor Angle requested that Town Manager Ervin give Council possible dates for February and March 2016 to choose from.

- F. ***New Business Item No. 6:*** Fire Chief Jeff Rakes will give an overview of the fire at Exchange Milling including highlights of the Town's Response and some of the key items that made this battle successful.

General Discussion: Chief Rakes gave highlights of the fire call and thanked public works and the water department for their incredible assistance; he advised Council that over 1,000,000 gallons of water was used to extinguish the fire. Council thanked the fire department as well as public works and water department for their hard work and dedication.

Town Manager Ervin showed appreciation to Council for having the vision and careful planning to build the infrastructure and invest in the resources that allowed the departments to be able to manage such a tragic event.

COMMITTEE REPORTS

The Public Facilities and Special Events Committee met on October 27, 2015 to consider the proposed security updates to the Municipal Building. This item was referred to committee from the October Town Council meeting. The committee generally recommended the improvements but could not develop a consensus as to how to move forward. The committee asked that the entire Council consider this item at a work session at the November 9th meeting.

General Discussion: Town Manager Ervin stated that the work session is being held tonight.

The Finance and Human Services Committee met on November 5, 2015 to review and make recommendations on three items:

- **Credit Card Fees:** The Finance Director has been advised that per our credit card acceptance agreements, passing on a convenience fee to a customer that presents a card for payment is not allowed. The committee recommends to cease charging a convenience fee for in-person payment transactions in the, but continue to charge the fee for telephone payments.

General Discussion: Town Manager Ervin stated there had been ample discussion by the committee regarding this issue. Finance Director Woody added that our insurance carrier has stated they would not represent us in a potential legal matter since this would constitute a breach of contract or possible fraud. If the Town ceases charging a convenience fee all together, Finance Director Woody estimates an apparent cost to the Town of \$2,500 per year. Staff feels this is a cost of doing business and a convenience for our citizens. Town Attorney Boitnott believes there is a state code which would allow us to be able to charge a convenience fee for actual costs incurred for in-person transactions. He will research further and provide an opinion to Council next month regarding this issue. Until then, it is recommended by Council to temporarily cease charging a convenience fee for in-person transactions only. Customers who pay by phone would still incur the charge.

Motion: To temporarily suspend the convenience fee for in-person transactions while waiting on opinion from town attorney.

Motion By: Council Member Stockton

Second: Council Member Love

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Motion approved by a unanimous vote

- **YMCA Loan:** The YMCA is in need for funds to replace pool heaters due to a citation from the Fire Marshall. The committee recommends taking no action at this time to see if the County of Franklin will fund this repair as it is their building.

General Discussion: Town Manager Ervin recapped what the committee discussed, recommending to wait and see if the County utilizes funds to address this issue before the Town considers this item.

- Christmas Bonuses: The committee recommended a bonus for employees and asked that a closed session meeting be scheduled for the November 9th meeting to discuss in detail.

General Discussion: Town Manager Ervin stated that this item will be discussed in closed session this evening.

OTHER MATTERS & CONCERNS

Town Manager Ervin appeared on *Rise and Shine Franklin County* this morning, with Mr. Dick Shoemaker as host.

CLOSED MEETING & ACTION

Enter Closed Meeting:

Motion: To go into closed session under the Virginia Code Section cited below

Time: 7:36 p.m.

Virginia Code Sections:

Section 2.2-3711(A).1 Discussion, consideration or interviews of prospective candidates for employment, assignment, appointment, promotion, performance, demotion, salaries, disciplining or resignation of specific public officers, appointees or employees of any public body.

Section 2.2-3711(A).3 - Discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body.

Section 2.2-3711(A).7 - Consultation with legal counsel and briefings by staff members or consultants pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body; and consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel.

Motion By: Council Member Moyer

Second: Council Member Snead

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Meeting convened into a closed session by a unanimous vote

Certificate of Closed Meeting Discussion:

Council certified unanimously that nothing was discussed in the closed meeting other than what was stated in the motion to enter the closed meeting. No action was taken during the closed meeting.

Whereas, the Rocky Mount Town Council has convened a closed meeting on Monday, October 12, 2015 pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

Whereas, Section 2.2-3712 of the Code of Virginia (1950), as amended, requires certification by this Council that such closed meeting was conducted in conformity with Virginia law;

Now, Therefore, Be It Resolved that the Rocky Mount Town Council hereby certifies that, to the best of each members' knowledge: (1) only public business matters lawfully exempted from open meeting requirements under this chapter; and (2) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed, or considered in the meeting by the public body.

Steven C. Angle, Mayor

Motion: To give each full-time employee a \$250 bonus each part-time employee a \$125 bonus each.

Motion By: Vice Mayor Walker

Second: Council Member Stockton

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Motion approved by a unanimous vote

Exit Closed Meeting and Reconvene into Work Session:

Motion: To reconvene back into open session and begin work session

Time: 7:56 p.m.

Motion By: Vice Mayor Walker

Second: Council Member Stockton

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Meeting reconvened into open session and work session began

WORK SESSION

The Public Facilities and Special Events Committee met on October 27, 2015 to consider the proposed security updates to the Municipal Building. This item was referred to committee from the October Town Council meeting. The committee generally recommended the improvements but could not develop a consensus as to how to move

forward. The committee asked that the entire Council consider this item at a work session at the November 9th meeting.

General Discussion: Town Manager Ervin reviewed the security updates provided to Council regarding the municipal building. It was the consensus of Council to do the following:

- Hire Spectrum Design for architectural services, providing recommendations and sketches of proposed design changes to allow for the security updates.
- Call a special meeting of Council that would involve taking a tour of Roanoke County's recent security updates. Council will then discuss further what changes they would like see occur to the municipal building.

Motion: To hire Spectrum Design and call a special meeting to visit Roanoke County's recent changes to building security.

Motion By: Council Member Love

Second: Vice Mayor Walker

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Motion approved by a unanimous vote

ADJOURNMENT

Motion: To adjourn meeting

Time: 8:34 p.m.

Motion By: Council Member Stockton

Second: Council Member Love

Motion Discussion: None

Ayes: Cundiff, Love, Moyer, Snead, Stockton, Walker

Nays: None

Action: Adjourned by a unanimous vote

Steven C. Angle, Mayor

ATTEST:

Amy D. Gordon, Acting Town Clerk

**ROCKY MOUNT TOWN COUNCIL
JOINT MEETING MINUTES
WITH THE PLANNING COMMISSION
DECEMBER 1, 2015**

Rocky Mount Town Council and Rocky Mount Planning Commission held a joint meeting Dec. 1, 2015.

Planning Commission Chair Janet Stockton called the meeting to order at 6 p.m. All members of the Planning Commission were in attendance except for Vice-Chair John Speidel, who was traveling.

Mayor Steven C. Angle called the Town Council to order at 6:01 p.m. All members of Town Council were present, except Vice-Mayor Walker, who had a previous commitment.

Staff members in attendance included Town Manager C. James Ervin, Assistant Town Manager and Planning & Zoning Administrator Matthew C. Hankins, Town Attorney John Boitnott, Town Planner Josh Gibson and the manager's Executive Assistant, Rebecca Dillon. Evie Slone, consultant with Hill Studio of Roanoke, was also present.

Commissioner John Tiggle moved for Planning Commission agenda approval as presented, with a second by Jerry Greer. The motion was approved by unanimous voice vote, 6-0.

Council member Jon Snead moved for approval of the Town Council agenda, with a second by Billie Way Stockton. The motion passed unanimously by voice vote, 6-0.

Mr. Hankins presented an introduction to the evening's public hearing, explaining the process used to develop the new Comprehensive Plan 2035. Mr. Hankins detailed the requests made for stakeholders to participate, to develop citizen input, and to design, draft and finalize the plan.

Ms. Slone recapped the basics of the draft plan. The new plan deals with new issues not present in the last plan, providing a guide, not a mandate, for Council and Planning Commission to use in overseeing the Town's development. The plan provides a framework and priorities for a 20-year horizon, reviewed and renewed every five years.

Key parts of the new Comprehensive Plan include housing, transportation, parks and recreation, neighborhood improvement, strategic opportunities, a 2035 vision and an implementation matrix. The new plan is simplified, shorter than the last plan and approaches Rocky Mount's place as itself and within the region.

Key recommendations include gateway and corridor improvements, an economic development strategic plan, community revitalization plans for key neighborhoods and corridors, outdoor recreation, community policing, land management tool updates, US 220 access enhancements, wayfinding, getting people and commerce into the Central Business District, a retail market assessment, a parks master plan, and an updated future land use map, along with estimated timeframes for implementing priorities.

Mayor Angle asked how many people participated. Ms. Slone indicated 15 or so participated in direct interviews. Mr. Hankins added that while 15-20 directly participated, the staff and consultant incorporated suggestions given by many more, including council, gleaned from years of suggestions to the Community Development Department.

Mayor Angle complemented staff and the consultant on the ease of use of the document, saying the format is much easier to follow.

Mr. Ervin rose to commend the planning staff, noting the importance of the plan and that the plan is the most important document produced by the staff. He added the plan is shockingly clear, easy to use, easy to follow and a vision for the future meant to grow the Town's economy. He noted the plan incorporates visions from a wide variety of citizens, and added that a light turnout indicates citizens believe the Town Council and Planning Commission have produced the right plan.

Mr. Boitnott rose and questioned, after his review of the plan, whether the adoption of building code parts II and III should be included in the plan, given council's historic opposition to inclusion of those elements in code.

Mr. Snead, Mr. Moyer, Mr. Greer expressed agreement with Mr. Boitnott's statement.

Madame Chair Stockton opened the public hearing.

Arnold Dillon of 185 Sycamore Street spoke, noting several concerns contained in the plan, specifically the need to increase college education access, that the median home value of Rocky Mount properties is not keeping up with county properties, a lower median income in town, a 21.8 percent poverty rate.

Mr. Dillon noted that the plan contained excellent information that deserves careful examination. He suggested that the Commission and Council should remove the references to Building Codes Part II and Part III, as it would increase costs for renters and landlords.

Mr. Dillon thanked the boards for their hard work.

With no other speakers, Ms. Stockton closed the public hearing. No additional discussion was offered.

Mr. Greer moved to recommend approval of the Comprehensive Plan, removing the references to Building Code Part II and Part III. Mr. Tiggle seconded the motion. The motion passed unanimously on voice vote, 6-0.

With no further business to conduct, Commissioner Clements moved for adjournment of the Planning Commission. Mr. Blanchard seconded. The motion passed unanimously.

Council Member Love moved for adjournment of Council. Mr. Snead seconded. The motion passed unanimously.

The meeting adjourned at 6:42 p.m.

Planning Commission will next meet January 5, 2016.

Council will next meet December 14, 2015.

Steve C. Angle, Mayor

Matthew C. Hankins, Assistant Town Manager

ITEM(S) TO BE CONSIDERED UNDER:

- Hearing of Citizens Consent Item Old Business New Business
 Committee Report Other

FOR COUNCIL MEETING DATED:

STAFF MAKING REQUEST:	Matthew C. Hankins, Assistant Town Manager
BRIEF SUMMARY OF REQUEST:	Surplus vehicles and equipment to be sold or traded to achieve highest value possible from disposal.
ACTION NEEDED:	Approve or deny the authorization to determine and list these vehicles as surplus.

Attachment(s):

FOLLOW-UP ACTION:
(To be completed by Town Clerk)

TOWN OF ROCKY MOUNT
345 DONALD AVE.
ROCKY MOUNT, VIRGINIA 24151

540.483.7660
FAX : 540.483.8830

E-MAIL: MHANKINS@ROCKYMOUNTVA.ORG
WWW.ROCKYMOUNTVA.ORG



TOWN COUNCIL
STEVEN C. ANGLE, MAYOR
GREGORY B. WALKER, VICE MAYOR

BOBBY M. CUNDIFF BOBBY L. MOYER
P. ANN LOVE JON W. SNEAD
BILLIE W. STOCKTON

MATTHEW C. HANKINS
Assistant Town Manager
Director, Community Development

MEMORANDUM

To: Mayor Angle & Members of Council

From: Matthew C. Hankins
Assistant Town Manager *me*

Date: December 9, 2015

Re: Consent Agenda: Surplus vehicles and equipment

Council:

The Public Works, Police and Community Development departments have equipment and vehicles at the end of their service life that should be designated as surplus and sold or traded to achieve the highest value possible from disposal.

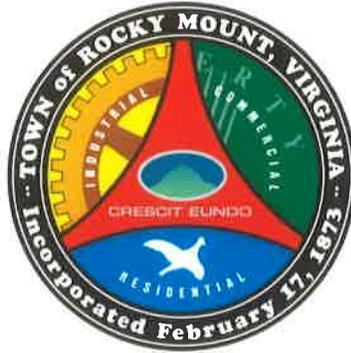
Vehicles tentatively included are two Ford Crown Victoria police cars, a Chevrolet Impala police car, a Chevy Tahoe, a Ford F150, a Chevrolet Lumina, a Chevrolet Cavalier and possibly others. Several pieces of Public Works equipment are expected to be included, as well.

Staff requests consent and authorization to determine and list these vehicles as surplus and determine the best way to maximize value, either through sale or trade.

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TOWN COUNCIL
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MATTHEW C. HANKINS
Assistant Town Manager
Director, Community Development

MEMORANDUM

To: Mayor Angle & Members of Town Council

From: Matthew C. Hankins
Community Development Director *MCH*

Date: December 9, 2015

Re: Monthly Report

Council:

Here are some highlights from the month in Community Development:

- Conducted two rounds of interviews with prospective Community Development assistants. An employment offer has been extended and accepted. Pending outcome of pre-employment screening, the new employee will begin work January 4 and be introduced to you at your January meeting.
- Receptionist interviews will be conducted in mid-December.
- Received economic development inquiries regarding hotel, industrial and retail investments in Rocky Mount.
- Worked with the county on announcing economic development growth.
- Met with Virginia Tourism Corporation staff for guidance on tourism growth and development in Rocky Mount, including events, loan and development programs.
- Managed public works and water department response to Exchange Milling fire.
- Managed proposals for custodial services contract, including walk-through of facilities with interested contractors.
- Held public meeting with Planning Commission on Comprehensive Plan update.

MONTHLY STAFF REPORT

DATE:	December 7, 2015
TO:	Rocky Mount Town Council
FROM:	Linda Woody, Finance Director
DEPARTMENT:	Finance Department
MONTH:	December meeting

This report contains the following monthly information for November 2015 activity:

New businesses obtaining a business license during the month

Investment portfolio from the latest bank statement

Revenue comparisons from this fiscal year to last fiscal year

Meals tax collections chart

Local sales tax collections chart

Expenditure comparisons from this fiscal year to last fiscal year

Available contingency funds status

Utility billing profiles on customers and consumption

Water Customer Cut-off's chart

Water accountability reconciliation of finished water gallons pumped vs. metered water gallons consumed

Utility profiles on water production and wastewater flow

Customer flow for the Finance Department:

398 walk-in transactions

1011 drive-thru transactions

990 mail transactions

**TOWN OF ROCKY MOUNT
NEW BUSINESS LICENSES
DURING NOVEMBER 2015**

The following new businesses obtained their business licenses during the month:

REPAIR:

Fitt Club LLC, 110A Franklin St., personal training & fitness studio

Hall's Design, 1280 Franklin St., T shirt screening

CONTRACTOR:

Ted Spencer Construction, home on Knollwood Dr.

Hunter's Ridge Homes LLC, homes on Hunters Valley Ln.

**TOWN OF ROCKY MOUNT
Investment Portfolio
at October 31, 2015**

<u>Security</u>	<u>Call Date</u>	<u>Maturity Date</u>	<u>Bond</u>	<u>Market Price</u>	<u>Market Value</u>	<u>Market Yield</u>	<u>Yield to Maturity</u>	<u>Cusip Number</u>	<u>Estimated Annual Interest</u>
Fixed Income / Bonds:									
FFCB	10/31/2014	8/1/2019	230,000	100.004	230,009.20	1.43%	1.44%	3133EAD62	3,312.00
FNMA	12/26/2013	12/26/2017	500,000	100.088	500,440.00	0.99%	99.00%	3135G0SJ3	5,000.00
Bond Totals			<u>730,000</u>		<u>730,449.20</u>	1.21% avg. return			<u>8,312.00</u>
Certificates of Deposits:									
Ally BK Midvale UT		12/31/2014	230,000	99.897	229,763.10	1.50%	1.50%	02006LNA7	3,450.00
Am Express Centurion		5/28/2020	245,000	99.160	242,942.00	2.06%	2.05%	02587DYH5	5,022.50
BMW Salt Lake City UT		10/11/2018	245,000	101.057	247,589.65	2.02%	2.05%	05568P5S2	5,022.50
Bank Hampton Rds. VA		9/27/2017	245,000	100.096	245,235.20	0.99%	1.00%	062492BH5	2,450.00
Bank of Perry Co. Tenn		2/20/2018	248,000	100.486	249,205.28	1.24%	1.25%	06425KBN8	3,100.00
Barclays BK Del Retail		8/20/2019	225,000	100.211	225,474.75	2.09%	2.10%	06740LHV2	4,725.00
CIT BK Salt Lake UT		10/13/2016	190,000	100.143	190,271.70	0.99%	1.00%	17284CBJ2	1,900.00
Com Bk Harrogate TN		8/25/2016	245,000	100.046	245,112.70	0.99%	1.00%	20143PCV0	2,450.00
Discover Bk Greenwood DL		9/4/2018	245,000	100.078	245,191.10	2.29%	2.30%	254671VH0	5,635.00
Essa BK Stroudsburg PA		11/30/2016	245,000	100.056	245,137.20	0.99%	1.00%	29667RGE7	2,450.00
Everbank Jacksonville FL		3/29/2019	245,000	99.985	244,963.25	1.50%	1.50%	29976DW3	3,675.00
First Merchants BK N A		9/30/2019	245,000	100.091	245,222.95	1.99%	2.00%	32082BDS5	4,900.00
State BK India NY NY		12/5/2014	245,000	100.683	246,673.35	2.18%	2.20%	8562843E2	5,390.00
Synchrony Bk Retail CTF		6/13/2019	230,000	100.361	230,830.30	1.99%	0.99%	87164YAP9	4,600.00
Whitney BK Gulfport MS CTI		8/18/2016	245,000	100.093	245,227.85	0.59%	0.60%	966594AF0	1,470.00
CD Totals			<u>3,573,000</u>		<u>3,578,840.38</u>	1.56% avg. return			<u>56,240.00</u>
Total Investments			<u>4,303,000</u>		<u>4,309,289.58</u>	1.52% avg. return			<u>64,552.00</u>

<u>Month</u>	<u>LGIP</u>	<u>Effective</u>
	<u>Balance</u>	<u>Yield</u>
Oct-14	174,602.38	0.10%
Nov-14	191,220.60	0.10%
Dec-14	333,032.97	0.10%
Jan-15	49,377.36	0.11%
Feb-15	65,977.38	0.12%
Mar-15	431,251.31	0.12%
Apr-15	448,365.07	0.13%
May-15	965,221.12	0.13%
Jun-15	1,336,421.94	0.13%
Jul-15	1,353,469.46	0.15%
Aug-15	1,427,079.03	0.17%
Sep-15	1,820,172.63	0.17%
Oct-15	1,843,408.19	0.18%

**TOWN OF ROCKY MOUNT
REVENUE COMPARISONS
AS OF NOVEMBER 30, 2015**

REVENUE SOURCE	MONTH		YEAR TO DATE		BUDGET	% OF
	THIS YEAR	LAST YEAR	THIS YEAR	LAST YEAR	THIS YEAR	BUDGET THIS YEAR
GENERAL FUND - Local Revenues:						
Real Estate Tax	1,697	328	14,362	12,830	567,382	2.53%
Public Service Tax	-	-	-	-	28,605	0.00%
Personal Property Tax	741	130	8,716	7,152	222,044	3.93%
Machinery & Tools Tax	-	-	-	-	105,563	0.00%
Penalties on Tax	157	18	4,240	2,146	3,500	121.16%
Interest on Tax	236	11	942	1,756	1,700	55.39%
Local Sales Tax	14,500	13,969	44,710	43,225	173,368	25.79%
Meals Tax	116,664	119,083	451,227	428,137	1,386,000	32.56%
Utility Tax	27,613	25,239	114,707	106,373	330,000	34.76%
Communications Tax	15,798	16,344	62,911	65,614	223,200	28.19%
Decals	-	-	-	-	-	0.00%
Bank Stock Tax	-	-	-	-	213,000	0.00%
Penalty-Meals Tax	101	1,001	884	1,752	2,000	44.21%
Interest-Meals Tax	18	96	71	227	800	8.85%
Lodging Tax	12,988	8,771	40,529	39,724	113,388	35.74%
Cigarette Tax	8,720	11,698	36,653	45,615	101,400	36.15%
BPOL-Retail	-	2,758	4,997	5,241	350,000	1.43%
BPOL-Professional	356	800	15,590	9,126	142,000	10.98%
BPOL-Contractor	-	135	1,611	1,267	13,750	11.72%
BPOL-Repairs/Services	2,201	1,075	6,339	3,525	131,000	4.84%
BPOL-Alcoholic Beverages	-	25	-	25	650	0.00%
BPOL-Penalty/Interest	55	620	2,834	2,245	2,000	141.69%
BPOL-Amusement	-	-	-	-	200	0.00%
BPOL-Utility	-	-	-	-	12,000	0.00%
BPOL-Miscellaneous	-	50	150	133	2,500	6.00%
Solicitor Permits	-	-	-	-	-	0.00%
Farmer's Market Fees	364	140	869	809	3,000	28.97%
Welcome Center Fees	840	300	2,400	2,045	3,500	68.57%
Planning/Zoning Fees	200	265	3,543	3,770	8,000	44.29%
Court Fines	4,966	5,109	17,896	13,562	48,000	37.28%
Parking Fines	10	25	55	85	100	55.00%
Garbage Violation Fines	-	-	-	-	-	0.00%
Interest Earnings	-	6,408	3,200	21,267	42,576	7.52%
Return Check Fees	20	20	225	320	450	50.00%
Rental of Property	-	300	-	300	420	0.00%
Bond Proceeds	-	-	-	-	1,500,000	0.00%
Mortgage Payments	256	256	1,280	1,280	3,073	41.66%
Loan Repayment - Paving	728	728	4,366	1,455	-	0.00%
Sale of Materials	-	960	-	960	-	0.00%
Sale of Property	-	-	-	-	-	0.00%
Grave Preparation	-	-	1,125	750	1,500	75.00%
Security Services	1,080	-	2,229	-	3,660	60.90%
Passport Service Fees	755	280	3,586	2,452	10,000	35.86%
Police Reports	-	91	316	439	1,000	31.60%
Fingerprint Service Fees	-	35	145	200	400	36.25%
Garbage Collection Fees	7,860	7,804	29,650	29,444	89,400	33.17%
Truck Rental Program	-	-	160	30	100	160.00%
Credit Card Fees	168	-	954	-	1,800	53.00%
Weed Control Fees	-	-	-	153	-	0.00%
Miscellaneous Services	-	-	23	-	100	23.21%
Transfer from Utility Fund	-	-	-	-	-	0.00%
Donations	4	-	37	34	-	0.00%
Merchandise Sales	2	54	209	181	-	0.00%
Miscellaneous	-	1,253	212	1,933	-	0.00%

**TOWN OF ROCKY MOUNT
REVENUE COMPARISONS
AS OF NOVEMBER 30, 2015**

REVENUE SOURCE	MONTH		YEAR TO DATE		BUDGET	% OF
	THIS YEAR	LAST YEAR	THIS YEAR	LAST YEAR	THIS YEAR	BUDGET THIS YEAR
Community Grant-Police Dept.	-	-	2,000	-	-	0.00%
Recoveries	200	-	400	-	-	0.00%
Unrealized Gain on Investments	-	6,411	(1,077)	427	-	0.00%
Appropriated Fund Balance	-	-	-	-	846,822	0.00%
Total Local Revenues	219,297	232,589	885,276	858,013	6,689,951	13.23%
GENERAL FUND - State Revenues:						
Rolling Stock Tax	-	-	3,748	3,645	3,600	104.12%
Litter Tax	-	-	2,640	2,611	2,500	105.60%
Other Categorical Aid	-	-	23	37	-	0.00%
Fire Programs	-	-	13,689	12,972	12,972	105.53%
PPTRA from the State	-	-	53,861	53,861	53,861	100.00%
DMV Grants	-	-	-	-	-	0.00%
DMV Mini Grants	-	-	4,410	-	-	0.00%
Street Maintenance	-	-	335,840	320,971	1,309,366	25.65%
Volunteer Fire Dept.	-	-	7,500	7,500	30,000	25.00%
Law Enforcement-599 Funds	-	-	27,115	27,115	108,460	25.00%
Police Grants	-	-	-	-	-	0.00%
FEMA Grants	-	-	-	-	473,400	0.00%
Va. Commission of the Arts Grant	-	-	-	-	-	0.00%
Other Categorical Aid-County	-	-	100,000	-	-	0.00%
Other Categorical Aid-Schools	-	-	29,632	29,632	29,632	100.00%
Total State Revenues	-	-	578,457	458,343	2,023,791	28.58%
TOTAL GENERAL FUND REVENUES	219,297	232,589	1,463,733	1,316,356	8,713,742	16.80%
UTILITY FUND REVENUES:						
Water Sales	100,321	103,128	374,813	334,227	1,070,400	35.02%
gallons billed	19,825,348	21,376,831	84,063,361	83,961,096		
Water Connections	-	-	11,275	15,905	22,440	50.25%
Reconnect Fees	525	750	1,835	3,200	4,500	40.78%
Penalties	2,205	2,307	10,876	10,135	17,000	63.98%
Bulk Water Purchases	-	105	1,283	2,482	5,000	25.65%
Sewer Collection Charges	60,981	60,818	235,502	207,850	680,040	34.63%
gallons billed	15,313,481	15,963,115	62,194,934	62,265,440		
Sewer Connections	-	-	8,000	3,500	9,500	84.21%
Cell Tower Rent	2,113	2,110	15,965	15,641	47,052	33.93%
Recoveries	-	416	232	1,115	-	0.00%
Bond Proceeds	-	-	-	-	-	0.00%
Meals Tax Transfer (in fund 05 for fy 15)	-	-	-	-	-	0.00%
Transfer from General Fund	-	-	-	-	86,888	0.00%
Appropriated Fund Balance	-	-	-	-	769,000	0.00%
TOTAL UTILITY FUND REVENUES	166,145	169,634	659,781	594,055	2,711,820	24.33%

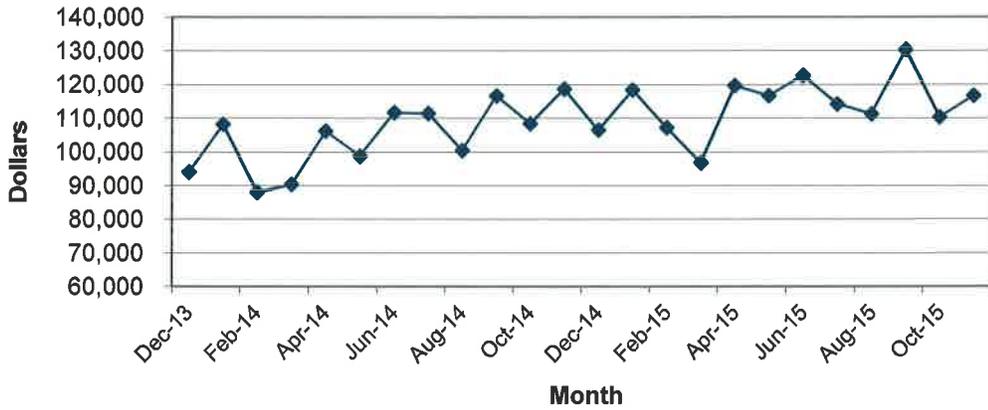
TOWN OF ROCKY MOUNT
REVENUE COMPARISONS
AS OF NOVEMBER 30, 2015

REVENUE SOURCE	MONTH		YEAR TO DATE		BUDGET	% OF BUDGET
	THIS YEAR	LAST YEAR	THIS YEAR	LAST YEAR	THIS YEAR	THIS YEAR
CAPITAL PROJECTS REVENUES:						
Uptown Loan Repayments	-	6,148	-	7,586	-	0.00%
Microenterprise Loan Payments	102	-	354	-	-	0.00%
Historic Tax Credits	-	-	-	-	-	0.00%
Bonds / Loans	-	-	-	-	-	0.00%
EDA Loan Repayment	-	-	544,829	-	-	0.00%
Transfers from General Fund	-	-	-	-	-	0.00%
Appropriated Fund Balance	-	-	-	-	-	0.00%
TOTAL CAPITAL PROJECTS REVENUES	102	6,148	545,183	7,586	-	0.00%
UTILITY CAPITAL REVENUES:						
Proceeds from Bond	-	-	-	-	65,000	0.00%
Capital Recovery Fees-Water	18,003	12,758	87,256	60,547	201,696	43.26%
Capital Recovery Fees-Sewer	15,589	12,150	71,212	54,259	195,350	36.45%
Capital Recovery Fees-Garbage	1,668	1,663	8,310	8,308	19,945	41.67%
Appropriated Fund Balance	-	-	-	-	47,803	0.00%
Meals Tax Transfer (in fund 02 for fy 14)	-	-	-	257,139	-	0.00%
Transfer from Other Funds	-	-	-	-	-	0.00%
TOTAL UTILITY CAPITAL REVENUES	35,260	26,570	166,779	380,253	529,794	31.48%
PERFORMANCE VENUE REVENUES:						
Transfers from General Fund	-	-	-	-	289,310	0.00%
TOTAL PERFORMANCE VENUE REVENUES	-	-	-	-	289,310	0.00%
5 months of the 12 months of the fiscal year						41.67%

**TOWN OF ROCKY MOUNT
MEALS TAX COLLECTIONS**

Month	Collections
Dec-13	94,103
Jan-14	108,245
Feb-14	88,119
Mar-14	90,391
Apr-14	106,223
May-14	98,887
Jun-14	111,723
Jul-14	111,448
Aug-14	100,522
Sep-14	116,710
Oct-14	108,467
Nov-14	118,725
Dec-14	106,535
Jan-15	118,367
Feb-15	107,244
Mar-15	96,859
Apr-15	119,709
May-15	116,730
Jun-15	122,695
Jul-15	114,250
Aug-15	111,303
Sep-15	130,219
Oct-15	110,364
Nov-15	116,664

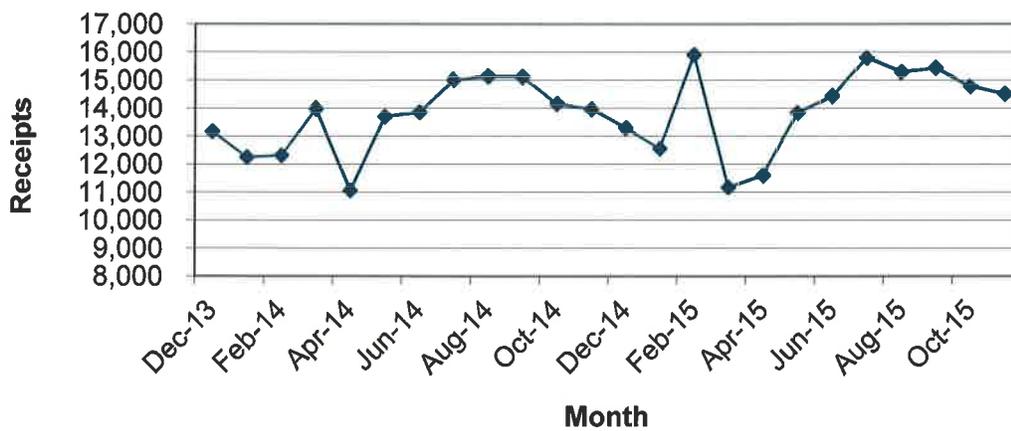
Meals Tax Collections



Town of Rocky Mount
Local Sales Tax

Dec-13	13,170
Jan-14	12,249
Feb-14	12,323
Mar-14	13,976
Apr-14	11,061
May-14	13,709
Jun-14	13,862
Jul-14	15,006
Aug-14	15,131
Sep-14	15,111
Oct-14	14,145
Nov-14	13,969
Dec-14	13,288
Jan-15	12,560
Feb-15	15,912
Mar-15	11,180
Apr-15	11,616
May-15	13,835
Jun-15	14,434
Jul-15	15,795
Aug-15	15,283
Sep-15	15,428
Oct-15	14,783
Nov-15	14,500

Local Sales Tax



**TOWN OF ROCKY MOUNT
EXPENDITURE COMPARISONS
AS OF NOVEMBER 30, 2015**

ACTIVITY	MONTH		YEAR TO DATE		BUDGET	% OF
	THIS YEAR	LAST YEAR	THIS YEAR	LAST YEAR	THIS YEAR	BUDGET THIS YEAR
GENERAL FUND:						
Mayor & Council	4,322	14,519	28,169	45,937	87,008	32.38%
Town Manager	20,966	15,889	91,631	86,384	223,142	41.06%
Town Attorney	-	-	9,220	12,620	36,240	25.44%
Finance Department	21,648	22,343	136,693	137,507	331,039	41.29%
Electorial Board	-	-	-	-	2,800	0.00%
Police Department	155,687	151,454	729,539	759,801	1,968,333	37.06%
Volunteer Fire Dept.	4,692	8,161	46,540	50,869	745,978	6.24%
Public Works Admin.	959	1,169	4,369	31,054	17,133	25.50%
Street Lights	8,278	10,249	33,926	36,276	111,178	30.51%
Traffic Control & Parking	4,117	1,892	13,685	44,797	72,686	18.83%
Streets	281,999	35,006	479,926	529,282	990,287	48.46%
Sidewalks & Curbs	-	50	3,022	4,827	13,181	22.92%
40 East Sidewalks/Crosswalks	10,635	21,999	10,635	47,682	-	0.00%
Scuffling Hill Drainage	4,330	-	22,123	-	462,500	4.78%
Bernard Rd Drainage	-	-	-	-	120,000	0.00%
Street Cleaning	789	811	7,084	8,140	20,953	33.81%
Refuse Collection	38,600	15,567	93,469	65,764	202,748	46.10%
Snow Removal	-	200	341	649	29,408	1.16%
Municipal Building	11,838	7,695	29,900	33,392	137,850	21.69%
Emergency Services Bldg.	3,851	20,891	24,411	50,269	65,650	37.18%
Public Works Building	1,433	286	3,799	3,889	22,800	16.66%
Cemetery	1,067	1,284	8,014	9,447	21,023	38.12%
Playgrounds	1,602	1,258	29,031	13,494	35,670	81.39%
Gilley's Park	-	-	-	-	25,000	0.00%
Veterans Memorial Park Erosion	-	-	-	473	900,000	0.00%
Planning & Zoning	9,506	5,571	50,232	36,630	134,567	37.33%
Community Development	14,514	19,114	71,531	71,396	224,705	31.83%
Citizen's Square	1,367	2,591	5,704	9,268	14,035	40.64%
Hospitality Center	1,741	1,824	17,510	9,794	32,362	54.11%
Passport Services Expenses	341	214	918	252	2,070	44.35%
Economic Development Authority	-	-	123	40	2,000	6.16%
Remediation of Blighted Structures	-	-	-	18,125	20,000	0.00%

**TOWN OF ROCKY MOUNT
EXPENDITURE COMPARISONS
AS OF NOVEMBER 30, 2015**

ACTIVITY	MONTH		YEAR TO DATE		BUDGET	% OF BUDGET
	THIS YEAR	LAST YEAR	THIS YEAR	LAST YEAR	THIS YEAR	THIS YEAR
Non-Departmental:						
Wages & Fringes	1,764	1,907	13,736	10,817	61,852	22.21%
Employee Wellness Program	1,055	4,450	1,055	4,450	2,381	44.32%
Employee Drug Testing	-	-	219	423	1,577	13.86%
Insurance	-	-	70,531	67,853	81,567	86.47%
Contributions to Others	-	-	16,500	22,500	16,500	100.00%
Debt Service-Principal	-	-	-	-	220,000	0.00%
Debt Service-Interest	-	-	22,412	40,690	44,574	50.28%
New Debt Service-Principal & Interest	-	-	-	-	158,447	0.00%
Transfer to Utility Operating Fund	-	-	-	-	86,888	0.00%
Transfer to Utility Capital Fund	-	-	-	257,139	-	0.00%
Transfer to Capital Proj. Fund	-	-	-	-	-	0.00%
Transfer to Performance Operations	-	-	-	-	289,310	0.00%
Contingency - General Purposes	-	-	-	-	50,000	0.00%
Contingency - Harvester Operations	-	-	-	-	60,000	0.00%
Contingency - Contributions & Special Events	-	-	-	-	10,550	0.00%
Contingency - Pay Adjustments	-	-	-	-	26,913	0.00%
Contingency - to reimburse fund balance	-	-	-	-	530,837	0.00%
TOTAL GENERAL FUND EXPENDITURES	607,101	366,394	2,075,999	2,521,930	8,713,742	23.82%
WATER & SEWER FUND:						
Water System Operation	9,521	5,909	46,070	66,849	150,486	30.61%
Meter Reading	3,040	3,111	13,910	14,451	42,490	32.74%
Water Plant	42,214	39,755	203,393	201,715	605,080	33.61%
Belmont Dr. Water Line Replacement	-	-	-	30,268	-	0.00%
Wastewater System Operation	3,242	12,706	29,481	23,936	145,936	20.20%
Wastewater Treatment Plant	30,179	31,759	148,824	140,128	475,819	31.28%
Utility Billing & Administration	7,091	9,242	47,102	52,708	162,303	29.02%
Non-Departmental:						
Wages & Fringes	-	-	-	-	-	0.00%
Insurance	-	-	23,510	22,618	25,131	93.55%
Debt Service-Principal	-	-	102,000	100,000	225,000	45.33%
Debt Service-Interest	-	-	7,669	6,683	91,078	8.42%
Transfer to Capital Projects Fund	-	-	-	-	-	0.00%
Transfer to General Fund	-	-	-	-	-	0.00%
Contingency - Utility Operating Purposes	-	-	-	-	12,500	0.00%
Contingency - Pay Adjustments	-	-	-	-	6,997	0.00%
Contingency - to reimburse fund balance	-	-	-	-	-	0.00%
Depreciation	-	-	-	-	769,000	0.00%
TOTAL WATER & SEWER FUND EXPENSES	95,289	102,482	621,959	659,357	2,711,820	22.94%
CAPITAL IMPROVEMENTS FUND:						
Microenterprise Loan Program	-	-	15,000	-	-	0.00%
Performance Venue Renovations	-	2,665	-	45,430	-	0.00%
Transfer to General Fund	-	-	-	-	-	0.00%
TOTAL CAPITAL PROJECTS EXPENDITURES	-	2,665	15,000	45,430	-	0.00%

**TOWN OF ROCKY MOUNT
EXPENDITURE COMPARISONS
AS OF NOVEMBER 30, 2015**

ACTIVITY	MONTH		YEAR TO DATE		BUDGET	% OF
	THIS YEAR	LAST YEAR	THIS YEAR	LAST YEAR	THIS YEAR	BUDGET THIS YEAR
UTILITY CAPITAL FUND:						
Water Distribution Capital	-	1,500	500	11,313	20,000	2.50%
Water Treatment Plant Small Capital	1,947	41,579	24,686	57,382	-	0.00%
Oak St Water Line Replacement	-	-	751	-	-	0.00%
Orchard Ave. Water Line Replacement	-	-	13,085	-	-	0.00%
Pendleton Water Tanks Removal	-	-	-	-	-	0.00%
Water Treatment Plant Chlorine Conversion	1,500	-	124,907	-	-	0.00%
Water Treatment Plant Pump Impeller	-	-	-	-	10,000	0.00%
Water Treatment Plant Parking Lot Repaving	-	-	-	-	18,000	0.00%
Lee Waid Water Line Replacement	-	-	17,189	-	-	0.00%
220 South Water Tank Mixer	91,155	-	91,155	-	135,000	67.52%
Sewer Collection Capital	-	7,779	-	7,779	-	0.00%
Scuffling Hill Sewer Line	-	-	-	-	65,000	0.00%
Wastewater Plant Small Capital	4,883	17,461	4,883	22,661	6,000	81.38%
Hillcrest Sewer Replacement	-	-	-	-	48,000	0.00%
Wastewater Plant Clarifier Brushes	-	-	-	-	30,000	0.00%
Wastewater Plant PH Monitoring Equipment	-	-	-	-	12,000	0.00%
Non-Departmental - Utility Capital	-	-	-	-	-	0.00%
New Debt Service - Principal & Interest	-	-	-	-	7,177	0.00%
Contingency	-	-	-	-	(75,000)	0.00%
Reserved Fund Balance Transfer	-	-	-	-	-	0.00%
TOTAL UTILITY CAPITAL EXPENDITURES	99,485	68,319	277,156	99,135	276,177	100.35%
PERFORMANCE VENUE OPERATIONS:						
Performance Venue Operations:						
Wages - Full Time	9,155	8,570	38,142	39,116	119,016	32.05%
Wages - Part Time	1,616	1,772	8,138	10,758	23,000	35.38%
Wages - Security	1,110	2,460	7,185	16,665	32,000	22.45%
Fringes	4,557	6,962	20,501	25,075	52,010	39.42%
Contractual Services	1,146	3,454	29,833	17,547	15,260	195.50%
Security Services	-	738	-	738	-	0.00%
Custodial Services	-	2,649	-	5,414	-	0.00%
Repairs & Maintenance	-	-	-	67	2,500	0.00%
Advertising	-	11,053	-	71,994	-	0.00%
Printing & Binding	-	769	-	3,013	-	0.00%
Postage & Delivery Services	-	70	-	414	-	0.00%
Utilities	1,894	(941)	8,162	9,511	35,000	23.32%
Communications	633	884	2,784	3,186	10,524	26.46%
Travel & Training	-	-	-	273	-	0.00%
Dues & Memberships	-	-	-	99	-	0.00%
Stipends	-	-	-	-	-	0.00%
Office Supplies	16	1,299	-	5,777	-	0.00%
TOTAL PERFORMANCE VENUE EXPENSES	20,126	39,739	114,746	209,646	289,310	39.66%
			4 months of the 12 month fiscal year			33.33%

TOWN OF ROCKY MOUNT
CONTINGENCY FUNDS
FISCAL YEAR 2016

	<u>GENERAL FUND</u>	<u>UTILITY FUND</u>	<u>UTILITY CAPITAL FUND</u>
BUDGETED CONTINGENCY - GENERAL PURPOSES	50,000	12,500	60,000
COMMITTED:			
220S water tank mixer (+ \$75,000 from fund balance)			(60,000)
AVAILABLE CONTINGENCY - GENERAL PURPOSES	<u>50,000</u>	<u>12,500</u>	<u>-</u>
<hr/>			
BUDGETED FOR SPECIAL EVENTS & CONTRIBUTIONS	10,550		
COMMITTED:			
AVAILABLE FOR SPECIAL EVENTS/CONTRIBUTIONS	<u>10,550</u>		
<hr/>			
BUDGETED FOR HARVESTER PERFORMANCE CENTER	60,000		
COMMITTED:			
AVAILABLE FOR HARVESTER PERFORMANCE CENTER	<u>60,000</u>		

TOWN OF ROCKY MOUNT
UTILITY BILLING
WATER CONSUMPTION PERCENTAGES
FOR THE MONTH OF NOVEMBER 2015

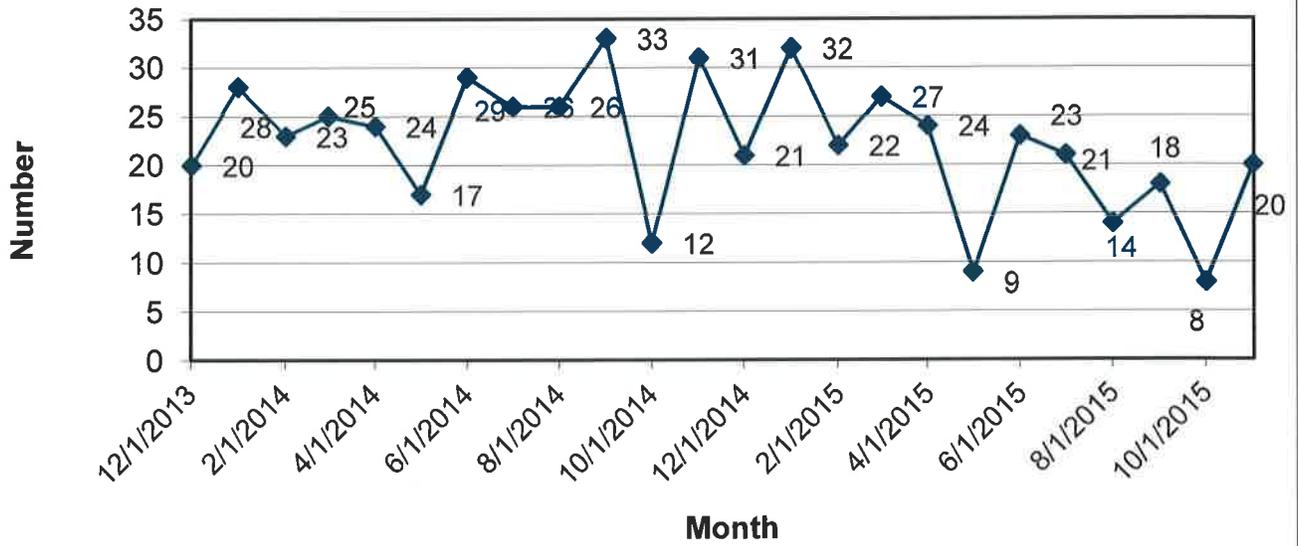
	TOTAL METERS	TOTAL GALLONS	TOTAL REVENUES	% METERS	% GALLONS	% REVENUES
IN-TOWN CUSTOMERS						
RESIDENTIAL	1,768	6,598,926	\$ 38,882	61%	33%	34%
COMMERCIAL	345	6,626,555	\$ 27,480	12%	33%	24%
INDUSTRIAL	48	3,084,730	\$ 10,882	2%	16%	9%
TOTAL	2,161	16,310,211	\$ 77,244	74%	82%	67%
OUT-OF-TOWN CUSTOMERS						
RESIDENTIAL	665	2,277,907	\$ 27,243	23%	11%	24%
COMMERCIAL	75	1,232,230	\$ 10,994	3%	6%	10%
INDUSTRIAL	2	5,000	\$ 75	0%	0%	0%
TOTAL	742	3,515,137	\$ 38,313	26%	18%	33%
GRAND TOTAL (ALL CUSTOMERS)						
RESIDENTIAL	2,433	8,876,833	\$ 66,125	84%	45%	57%
COMMERCIAL	420	7,858,785	\$ 38,474	14%	40%	33%
INDUSTRIAL	50	3,089,730	\$ 10,958	2%	16%	9%
TOTAL	2,903	19,825,348	\$ 115,557	100%	100%	100%

TOWN OF ROCKY MOUNT
 UTILITY BILLING
 PERCENT CONSUMPTION & PERCENT REVENUE
 PER CUSTOMER CLASS
 FISCAL YEAR 2016

Month	In Town								Out of Town							
	Residential		Commercial		Industrial		Total		Residential		Commercial		Industrial		Total	
	% Gal.	% Rev.	% Gal.	% Rev.	% Gal.	% Rev.	% Gal.	% Rev.	% Gal.	% Rev.	% Gal.	% Rev.	% Gal.	% Rev.	% Gal.	% Rev.
Jul-15	34%	33%	31%	23%	16%	10%	81%	66%	12%	24%	7%	10%	0%	0%	19%	34%
Aug-15	35%	33%	30%	22%	15%	9%	80%	65%	13%	25%	7%	10%	0%	0%	20%	35%
Sep-15	34%	34%	34%	25%	14%	9%	82%	67%	12%	24%	6%	9%	0%	0%	18%	33%
Oct-15	32%	32%	34%	25%	17%	10%	82%	67%	11%	23%	6%	10%	0%	0%	18%	33%
Nov-15	33%	34%	33%	24%	16%	9%	82%	67%	11%	24%	6%	10%	0%	0%	18%	33%
Dec-15																
Jan-16																
Feb-16																
Mar-16																
Apr-16																
May-16																
Jun-16																
Average	34%	33%	32%	24%	16%	9%	81%	66%	12%	24%	6%	10%	0%	0%	19%	34%

***NOTE: The above chart shows the breakdown of in-town customer gallons and revenues vs. out-of-town. It also breaks those gallons & revenues into residential, comercial, and industrial customers for FY 2016 (year ended 6/30/16).

Number of Water Cut-off's



TOWN OF ROCKY MOUNT
WATER ACCOUNTABILITY
October-15

Water Plant Finished Water Pumped	22,360,000	
Water Consumption Billed	19,825,348	
Meters Read and Not Billed	884,950	
Water Obtained from Water Plant (to bill)	-	
Water Obtained from Public Works Hydrant (to bill)	-	
Flushing Water Lines Reported to WTP or PW	315,000	
Flow Meter Checks at Hydrants	-	
Grand Total of Water Metered / Consumed / Tracked	<u>21,025,298</u>	
Percent Finished Water Accounted	94.03%	

Meters Read and Not Billed

001-0122-10-01	Mary Bethune Park	100
001-0188-00-01	Impound Lot	-
002-0317-20-01	Public Works Bldg	40
002-0317-30-01	Public Works Bldg-new bldg	1,000
004-1067-00-01	Veteran's Memorial Park	-
005-1300-00-01	Mary Elizabeth Park	200
005-1343-10-01	Harvester Performance Cente	5,000
005-1384-00-01	Farmer's Market	1,300
005-1457-00-01	Municipal Bldg.	2,000
006-1710-00-01	Welcome Center / Depot	310
009-2523-50-01	Emergency Services Bldg.	10,000
011-0050-90-01	Rt 122 Pump Station	-
041-0034-00-01	WasteWater Treatment Plant	234,000
	Water Plant Process	631,000

TOTAL Meters Not Billed	<u>884,950</u>	
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Water Line Repairs by Public Works during the month:

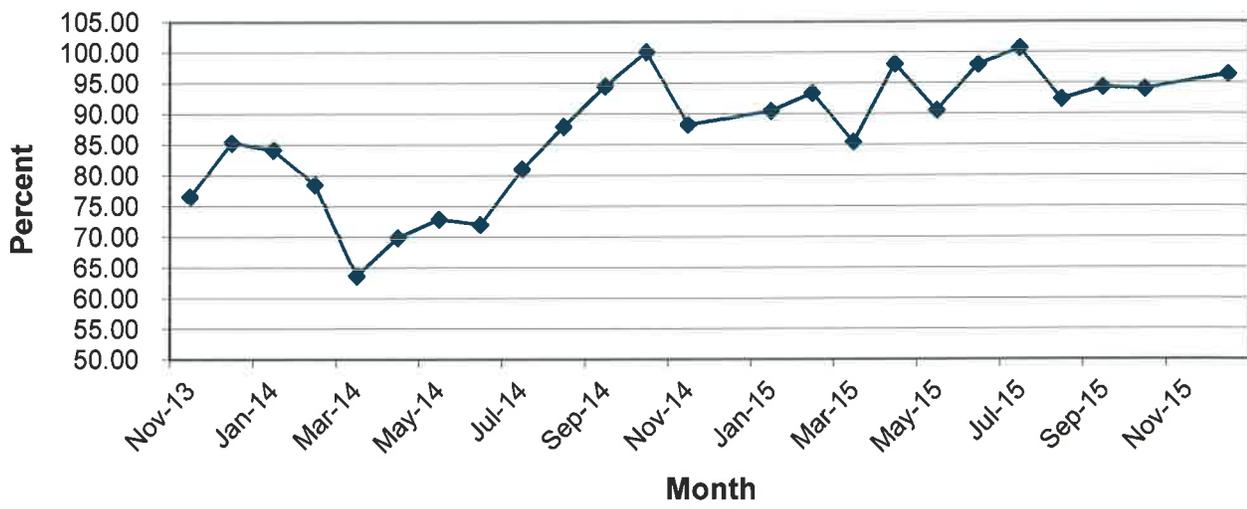
- 1 1/4" line on East Church Street
- 1 1/2" line on North Main Street

Sewer Line Repairs by Public Works during the month:

- 6" line on Oak Street
- 4" line on Pell / First Street

TOWN OF ROCKY MOUNT WATER ACCOUNTABILITY FISCAL YEAR 2016						
Month	Finished Water Treated	Total Water Gallons Accounted	Percent Accounted	Monthly Gallons Variance	Average Accounted Variance per Quarter	Average Monthly Variance per Quarter
Jul-15	22,100,000	22,249,622	100.68%	(149,622)		
Aug-15	25,140,000	23,225,535	92.38%	1,914,465		
Sep-15	24,600,000	23,207,716	94.34%	1,392,284	95.80%	1,052,376
Oct-15	22,360,000	21,025,298	94.03%	1,334,702		
Nov-15				-		
Dec-15				-	94.03%	1,334,702
Jan-16				-		
Feb-16				-		
Mar-16				-	0.00%	-
Apr-16				-		
May-16				-		
Jun-16				-	0.00%	-
AVG.	23,550,000	22,427,043	95.36%	1,122,957	94.92%	1,193,539
TOTAL	94,200,000	89,708,171		4,491,829		
Monthly Avg. Percent Unaccounted =			4.64%			
Monthly Avg. Percent Accounted =			95.36%			
4 out of 4 months this fiscal year > 80% accountability						

Water Accountability %



**TOWN OF ROCKY MOUNT
UTILITY PROFILE
FISCAL YEAR 2016**

Month	Plant Hrs.	Raw Water Drawn	Monthly Avg. % of capacity	Finished water Treated	Monthly Avg. % of capacity	Total Water Gallons Accounted (A)(B)	Pct. Accounted	Connections	Wastewater Monthly Flow	Monthly Avg. % of Capacity	Total Sewer Gallons Billed	Pct. Accounted
Jul-15	294.50	22,910,000	36.95%	22,100,000	35.65%	22,249,622	100.68%	2,900	16,988,000	27.40%	15,241,932	89.72%
Aug-15	313.10	26,260,000	42.35%	25,140,000	40.55%	23,225,535	92.38%	2,900	16,523,000	26.65%	15,263,589	92.38%
Sep-15	312.00	25,830,000	43.05%	24,600,000	41.00%	23,207,716	94.34%	2,878	23,790,000	39.65%	16,375,932	68.84%
Oct-15	285.20	23,060,000	37.19%	22,360,000	36.06%	21,025,298	94.03%	2,903	35,464,000	57.20%	15,313,481	43.18%
Nov-15	288.00	23,420,000	39.03%	22,540,000	37.57%				31,800,000	53.00%		
Dec-15			0.00%		0.00%					0.00%		
Jan-16			0.00%		0.00%					0.00%		
Feb-16			0.00%		0.00%					0.00%		
Mar-16			0.00%		0.00%					0.00%		
Apr-16			0.00%		0.00%					0.00%		
May-16			0.00%		0.00%					0.00%		
Jun-16			0.00%		0.00%					0.00%		
AVG.	298.56	24,296,000	39.72%	23,348,000	38.16%	22,427,043	95.36%	2,895	24,913,000	40.78%	15,548,734	73.53%

NOTE (A): "Total Water Gallons Accounted" consists of gallons billed and gallons read but not billed plus bulk water sold at the Water Plant plus water used to flush lines or hydrants plus gallons used to fill water tanks.

NOTE (B): For any given month, "total water gallons accounted" are for "finished water treated" that month. For example, for the month of July, "water gallons accounted" would be water consumed during the month of July by customers and read by the meter readers during the first week of August. Those gallons, however, would not be billed to customers until the end of August during that month's billing cycle. However, those gallons consumed are displayed on the July line to match usage with water plant production ("finished water treated").

MONTHLY STAFF REPORT

DATE:	November 20, 2015
TO:	Rocky Mount Town Council
FROM:	Fire Chief Jeff Rakes
DEPARTMENT:	Fire Department
MONTH:	October 2015

The Rocky Mount Fire Dept. had another large amount of calls for the month of October. It seems that the call volume is growing and the new average of calls per month is around 40. The total calls for October 2015 was 40. There were 20 calls inside town limits and 20 calls in the county.

A total of 64.9 gallons of gasoline and 164.2 gallons of Diesel fuel were used for these calls. There were 3 structure fires – 5 woods and grass fires – 15 motor vehicle wrecks – 9 false alarms – 1 service sprinkler call – 3 control burns – 4 utility pole fires. The Rocky Mount Fire Department vehicles traveled a total of 1537 miles for all of these calls.

The Fire Dept. also helped at Lee M. Waid, Rocky Mount Elementary and Country Kids for Fire Safety.

Hose Testing continued for the month of October and should be completed by December.

MONTHLY STAFF REPORT

DATE:	December 3rd, 2015
TO:	Rocky Mount Town Council
FROM:	Chief Ken E. Criner, Jr.
DEPARTMENT:	Police
MONTH:	November

RMPD would like to congratulate Officer T.J. Nichols on his graduation from The Virginia Forensic Science Academy where he completed nine weeks of training!

Congratulations to Officer Justin Brooks on his lateral move to Investigations.

We began our Annual Needy Family Food Drive and will be collecting food up until December 17th. All canned and non-perishable items can be dropped off at 1250 North Main Street.

Our 2nd Toy Drive for the Carilion Children's Hospital is always underway. We have numerous drop off locations and deliveries will be made on December 18th.

Please see attached monthly report for more detailed information.

ROCKY MOUNT POLICE DEPARTMENT
MONTHLY REPORT TO COUNCIL

ADM #1

DATE: November 2015

SEPT.

OCT.

NOV.

	SEPT.	OCT.	NOV.
UNIFORM TRAFFIC SUMMONS ISSUED	123	137	93
TRAFFIC STOPS	198	209	179
SPEEDING TICKETS ISSUED	40	28	27
DUI	6	6	6
COLLISIONS INVESTIGATED (TREDS)	21	12	12
MOTORIST AIDES	60	51	44
CRIMINAL ARRESTS "MISDEMEANOR"	48	45	50
CRIMINAL ARRESTS "FELONY"	9	8	30
INCIDENTS ADDRESSED	2154	2257	1895
INCIDENTS, OFFENSES REPORTABLE IN "RMS"	97	59	78
GRAND LARCENY WARRANTS	0	1	10
BREAKING & ENTERING REPORTS	1	1	0
BREAKING & ENTERING WARRANTS	0	0	0
BOLO'S (Be On Look Out)	61	57	68
FOLLOW-UP'S	51	68	78
BUSINESSES, RESIDENCES CHECKED "FOOT PATROLS"	1265	1333	1021
SCHOOL CHECKS	106	134	93
ALARM RESPONSES	31	27	33
OPEN DOORS, WINDOWS, ETC. UNSECURED	18	13	10
COURT HOURS	27.5	26.75	20
TRAINING HOURS:	189.5	530.5	19
SPECIAL ASSIGNMENT HOURS:	74.25	119.25	105.75
HARVESTER HOURS WORKED:	38.5	42	45.5
ECO/TDO	7	5	4
ECO/TDO Hours:	18.25	15.25	10.25

TRAFFIC ENFORCEMENT:

- ◇ Moving and stationary radar: throughout the Town, Bernard Road, Greenview Drive, North & South Main Street, Grassy Hill Road, Tanyard Road, Pell Avenue, State Street, Old Franklin Turnpike, Scuffling Hill Road, Glenwood Drive, Green Meadow Lane and Windy Lane.
- ◇ There were 12 reportable accidents with 11 of the accidents on our public streets.

COMMUNITY OUTREACH:

- ◇ Residential Foot Patrols: Altice Mill Road, Anderson Street, Bland Street, Candlewood Apartments, Center Street, Claiborne Avenue, Dent Street, Diamond Avenue, East Church Street, Goodview Street, Greenview Drive, Hatcher Street, Highland Hills, Hilltop Drive, Knob Apartments, Lakeview Drive, Maple Avenue, Mary Coger Lane, Mountainview Drive, Musefield Road, North Main Street, Oak Street, Patterson Avenue, Pell Avenue, Pendleton Street, Perdue Lane, Riverview Street, School Board Road, Scuffling Hill Road, Spring Street, Summit Drive, Sycamore Street, Taliferro Street, Tanyard Village, Trail Drive, Warren Street, West Church Street, Windy Lane, Woodlawn Drive, Wray Street and Wrays Chapel Road.
- ◇ Business Foot Patrols: Aaron's, ABC Store, Advance Auto Parts, All American Car Wash, Ameristaff, Angle Hardware, Applebee's, Arby's, Arrington Sports Awards, Auto Zone, BB& T Bank, BFMS, Bojangles, Bootleggers Café, Burger King, C-Mart, Carter Bank & Trust, Carter's Jewelry, CATCE Center, China City, Christian Heritage Academy, Church of God, Coast to Coast, Comfort Inn, Cook Out, Country Kids, Cox's, CVS, Dairy Queen, Davenport Gas, Davis Law Firm, DMV, Dollar General, Dollar Tree, Dominos Pizza, Eagle Cinema, El Rio, El Rodeo, Empire Foods, Family Dollar, Family Pharmacy, Farmer's Market, Fast Stop, Franklin County High School, First Baptist Church, Fishers Auto Parts, Fleetwood Homes, Flora Funeral Service, Franklin Community Bank, Franklin Memorial Hospital, Franklin Outdoors, Franklin Street, Get Ur Fix, Hardee's, Harvester Center, Haywoods Jewelry, Ippys, J & J Fashions, Kay's Corner, Kentucky Fried Chicken, Kids Korner, Kroger, Lee M. Waid, Little Ceasers, Lowe's, Mary Bethune Park, Mary Elizabeth Park, McDonalds, Member One, Mod-U-Kraf, Moose Lodge, NAPA, Newbold, North Main Street, Old Franklin Turnpike, Peebles, Pet Clinic, Plygem, Quiznos, Riverside Minute Market, Rocky Mount Elementary, Rocky Mount Public Works, Roses, Schewel's, School Board Road, Sheetz, Shell Station, Shentel, South Main Street, STEP Inc., Tanyard Road, Trinity Missions, Trinity Packaging, US Cellular, Valley Star Bank, Walgreens, Wal-Mart, Women's Shelter and the YMCA.

MISCELLANEOUS:

- ◇ November 9th, 2015 - Open Door "Lee M. Waid Elementary"
- ◇ November 9th, 2015 - Open Door "Subway"
- ◇ November 9th, 2015 - Open Door "FCHS"
- ◇ November 10th, 2015 - Open Door "Lee M. Waid Elementary"
- ◇ November 10th, 2015 - Open Door "5 East Court Street"
- ◇ November 10th, 2015 - Open Door "Family Preservation"
- ◇ November 10th, 2015 - Open Door "Azteco Deoro"
- ◇ November 10th, 2015 - Open Door "Subway"
- ◇ November 11th, 2015 - Veterans Day Celebration at Veterans Park
- ◇ November 11th, 2015 - Veterans Day Appreciation Lunch at Wal-Mart
- ◇ November 13th, 2015 - Open Door "Lee M. Waid Elementary"
- ◇ November 13th, 2015 - Open Door "Lee M. Waid Elementary"
- ◇ November 27th, 2015 - Franklin County Christmas Tree Lighting

CRIMINAL ARRESTS & LOCATIONS:

Possession of Marijuana	Tanyard Road (x 2)
Possession of Marijuana	High Street
Possession of Marijuana	Bernard Road
Possession of Marijuana	Old Franklin Turnpike
Possession of Methamphetamine	North Main Street
Felony Driving Under the Influence	North Main Street
Driving Under the Influence	Tanyard Road (x 2)
Driving Under the Influence	Virgil H. Goode Highway (x 2)
Driving Under the Influence	Old Franklin Turnpike
Drunk In Public	Mamie Avenue
Drunk In Public	Old Franklin Turnpike
Drunk In Public	Claiborne Avenue
Refusal of Blood/Breath Test	North Main Street
Refusal of Blood/Breath Test	Old Franklin Turnpike
Grand Larceny	Old Franklin Turnpike (x 2)
Grand Larceny	Grayson Street
Grand Larceny w/ Intent to Sell	Old Franklin Turnpike (x 2)
Grand Larceny w/ Intent to Sell	Grayson Street
Larceny of Debit Card	Sycamore Street
Credit Card Fraud	Tanyard Road
Possession of Child Pornography	Old Franklin Turnpike (x 5)
Felony Shoplifting	Old Franklin Turnpike (x 8)
Shoplifting	Old Franklin Turnpike (x 9)
Assault on a Police Officer	Tanyard Road
Domestic Assault	Claiborne Avenue (x 2)
Domestic Assault	State Street

Simple Assault	Windy Lane
Simple Assault	Tanyard Road
Simple Assault	Mary Coger Lane
Forge & Utter	Old Franklin Turnpike (x 2)
Reckless Handling of a Firearm	Tanyard Road
Carry a Concealed Weapon	Sunrise Road
Carry a Concealed Weapon	Old Franklin Turnpike
Arson	Perdue Lane (x 2)
Trespassing	Old Franklin Turnpike
Driving Revoked – DUI Related	North Main Street
Obstruction of Justice	Sunrise Road
Emergency Custody Order	Tanyard Road
Property Damage	Riverview Street
Unauthorized Use of a Motor Vehicle	Riverview Street
Felony Elude Police	Windsor Drive
Reckless Driving by Speed	Windsor Drive
Driving Suspended	Windsor Drive
Capias (Warrant Service)	East Court Street
Capias (Warrant Service)	Tanyard Road
Capias (Warrant Service)	Old Franklin Turnpike
Trespassing (Warrant Service)	Old Franklin Turnpike
Felony Capias (Warrant Service)	East Court Street
Capias (Warrant Service)	Old Franklin Turnpike
Unlawful Dissemination of a Photo (Warrant Service)	Hunter Valley Lane
Harassing Phone Calls (Warrant Service)	Hunter Valley Lane
Felony Parole Violation (Warrant Service)	Floyd Avenue
Capias (Warrant Service)	Circle Drive
Capias (Warrant Service)	Market Place Drive

SPEEDING TICKETS ISSUED

Pell Avenue (x 11)

Tanyard Road (x 4)

State Street (x 3)

North Main Street (x 3)

Donald Avenue (x 2)

Old Franklin Turnpike (x 2)

Bernard Road

Green Meadow Lane

MONTHLY STAFF REPORT

DATE:	December 3, 2015
TO:	Rocky Mount Town Council
FROM:	Cecil Mason, Public Works Director
DEPARTMENT:	Public Works
MONTH:	November 2015

1. Read meters (3.5 days)
2. Replaced 4, 5/8" meters
3. Cleanup (4 days)
4. Ran leaf machine 4 days
5. Worked on sidewalk at 40 East, 7 days
6. Milling paving finished
7. Decorating 1 day
8. Repaired 6" water line on Diamond Avenue and replaced fire hydrant
9. Repaired 2" water line on Claybrook Road
10. Adjusted manholes for paving
11. Paved areas where we have damaged pavement.

MONTHLY STAFF REPORT

DATE:	December 1, 2015
TO:	Rocky Mount Town Council
FROM:	Tim Burton
DEPARTMENT:	WWTP
MONTH:	November

Average Daily Flow	1.060 MGD
TSS Reduction	97.9 %
BOD Reduction	98.3 %
Leachate (F.C. Landfill)	260,500 gallons
VPDES Violations	None
Sludge (Land filled @ F.C.)	None
Rain Total 6.5 inches	Snow Total 0 inches

SCADA Alarms: 8 after hour alarms for November, 6 of them were on 11/09/2015 and all due to high flows.

The Wastewater Plant came through the heavy rains with no problems. The high flows seemed to flush the sewer lines and temporally corrected the pH issue at the plant. We expect to see the low pH issue come back when flows return back to normal.

Dennis Potter (Moe) passed his Class I Wastewater Exam on 11/16/2015. This was his first attempt and only 10% of the people who take this exam will pass it the first time. He is only the second person for the Town to accomplish this. Congratulations to Moe!!

Request: None

Respectfully Submitted,

Timothy Burton

MONTHLY STAFF REPORT

DATE:	December 1, 2015
TO:	Rocky Mount Town Council
FROM:	Bob Deitrich, Water Plant Superintendent
DEPARTMENT:	Water
MONTH:	November 2015

Operation and Production Summary:

For November, the actual water production time (filtering of water) for the entire month averaged 9.6 hours per day which yielded approximately 750,000 gallons of water per day. Typically November numbers are lower than October, but numbers are up slightly due to the mill fire on the 1st of the month. Rainfall for the month measured at the water plant was 6 inches.

Total Raw Water Pumped:	23.42 million gallons
Total Drinking Water Produced:	22.54 million gallons
Average Daily Production:	750,000 gallons per day
Ave Percent of Production Capacity:	38%
Flushing of Hydrants/Tanks/FD Use:	1,660,000 gallons
Plant Process Water:	657,000 gallons (finished water used by the plant)
Bulk Water Sold @ WTP:	None

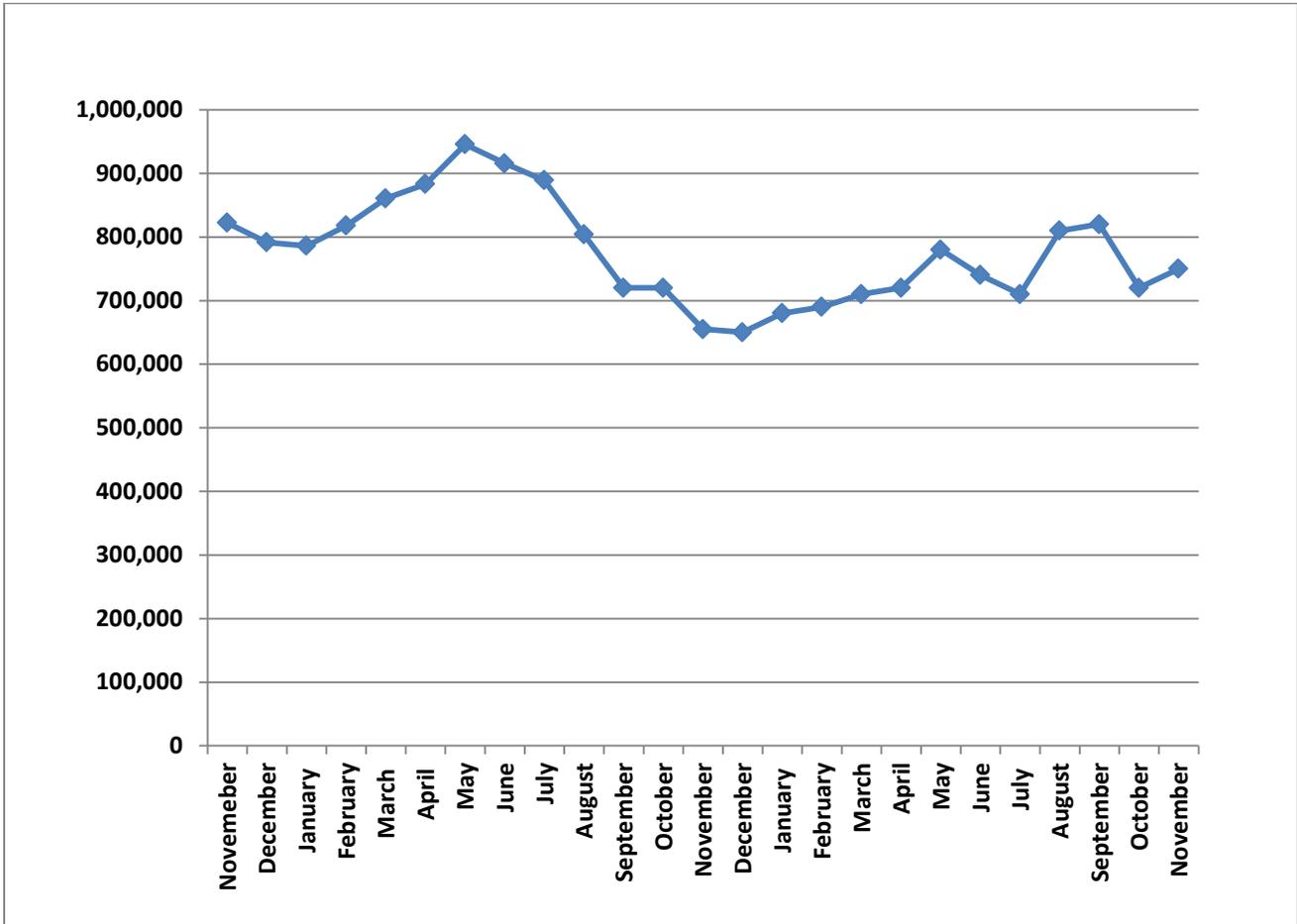
Testing:

- All routine monthly bacteria samples were good.
- Quarterly DBP samples were collected 4 days after the tank mixing equipment was placed into operation. Results for all DBPs were improved. Our quarterly compliance average is now below maximum limits for all DBPs. The next set of compliance samples is due in February.

Activities / Maintenance / Improvements

- The water supply was drawn down significantly due to the fire at Exchange Milling, but staff worked extra hours to have tank levels back to normal by the end of the following day.
- As of November 12th, the mixing and aeration equipment at South Tank is fully operational. This equipment is intended to better preserve the water in South Tank and to reduce DBPs to acceptable levels.
- Grassy Hill Water Tank was cleaned. This is the first cleaning since the tanks construction. The normal way to clean a tank requires draining and an extended period of inactivity, which would hamper fire protection for a significant portion of the town. We contracted with a service that vacuumed the tank while still full. A DVD was provided that shows before and after with a report of the tanks condition. The tank is clean and in good shape.
- The automatic valve on Rt. 220 North Tank began to malfunction shortly after the fire event on November 1st. Some water was lost to overflow. The valve controls were flushed out and reset.
- Hydrants were tested along Doe Run Road.

Water Plant Production in Gallons Per Day (November 2013 to November 2015)



ITEM(S) TO BE CONSIDERED UNDER:

- Hearing of Citizens
 Consent Item
 Old Business
 New Business
 Committee Report
 Other

FOR COUNCIL MEETING DATED:	
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STAFF MAKING REQUEST:	C. James Ervin, Town Manager
BRIEF SUMMARY OF REQUEST:	<p>Mrs. Dillon polled Council on the dates in February and March that our facilitator had available. The dates with the highest overall availability of Council Members were March 11th and 12th. We have asked our facilitator, Mrs. Tyler St. Clair with the Weldon Cooper Center for Public Service, to schedule those dates. A draft agenda will be developed after Mrs. St. Clair has a telephone interview with each member of Council to develop a preliminary list of goals and objectives that may be subjects around a consensus can be developed.</p> <p>I have spoken at length with Mrs. St. Clair (who facilitated Council's last retreat) and stated that by all measures we have exhausted the objectives and deliverables developed at that retreat and that Council and staff are eager to start developing a road map for projects and outcomes to steer for over the coming decade.</p>
ACTION NEEDED:	Approve or deny the scheduling of a council retreat on March 11 th and 12 th .

Attachment(s):

FOLLOW-UP ACTION: (To be completed by Town Clerk)
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ITEM(S) TO BE CONSIDERED UNDER:

- Hearing of Citizens
 Consent Item
 Old Business
 New Business
 Committee Report
 Other

FOR COUNCIL MEETING DATED:	
----------------------------	--

STAFF MAKING REQUEST:	C. James Ervin, Town Manager
BRIEF SUMMARY OF REQUEST:	<p>Town Council at their November meeting considered a report by the Finance and Human Services Committee that outlined the Town’s plan to tackle credit card fees and how we will pass them on or not pass them on to our customers. Council asked Mr. Boitnott to review the legal status of those fees and to advise Council at the December meeting of a recommendation.</p> <p>Virginia Code permits the Town to accept payments of amounts due by credit cards and debit cards and to add to any amount due a sum not to exceed the amount charged to the Town by the credit card processor. However, the review does not end here.</p> <p>The Town operates under an agreement with our credit card processor that requires us to comply with the Card Brand Regulations. In other words, the Town is bound by the regulations promulgated by the credit card companies. The credit card processing regulations of Visa and MasterCard do not allow a convenience fee to be charged at the point of sale for “business type activities” which we interpret to be charges for utilities, refuse collection or land use fees. As a result, the Town should not charge a convenience fee for face to face “in person” (point of sale) payment of “business type activities.” The regulations allow a convenience fee to be charged for alternate payment channels such as by telephone, mail, or electronic commerce. The regulations allow a convenience fee to be charged for face to face “in person” (point of sale) payment of “government type activities” which we interpret to be charges for taxes, fines, costs, and penalties.</p> <p>The staff recommends that the Town continue to charge a convenience fee of 2.5% for “government type activities” made in person or by alternate payment channels and stop charging a convenience fee for other face to face “in person” (point of sale) payments. The 2.5% convenience fee would still be charged for “business type activities” payments made over alternate payment channels. We believe this approach complies with our agreement</p>

	<p>with our credit card processor and state code. The implemented structure would then be:</p> <p>Government: 2.5% fee regardless of in-person or alternate payment Business and Other: 2.5% fee for alternate payment and no fee for in-person payment</p>
<p>ACTION NEEDED:</p>	<p>Approve or alter the proposed credit card fee structure.</p>

Attachment(s):

FOLLOW-UP ACTION:
(To be completed by Town Clerk)

ITEM(S) TO BE CONSIDERED UNDER:

- Hearing of Citizens Consent Item Old Business New Business
 Committee Report Other

FOR COUNCIL MEETING DATED:

STAFF MAKING REQUEST:	Matthew C. Hankins, Assistant Town Manager
BRIEF SUMMARY OF REQUEST:	Please see attached memorandum regarding the proposed changes within the Town of Rocky Mount custodial services.
ACTION NEEDED:	Approve or Deny the issuance of a contract.

Attachment(s):

FOLLOW-UP ACTION:
(To be completed by Town Clerk)

TOWN OF ROCKY MOUNT
345 DONALD AVE.
ROCKY MOUNT, VIRGINIA 24151

540.483.7660
FAX : 540.483.8830

E-MAIL: MHANKINS@ROCKYMOUNTVA.ORG
WWW.ROCKYMOUNTVA.ORG



TOWN COUNCIL
STEVEN C. ANGLE, MAYOR
GREGORY B. WALKER, VICE MAYOR

BOBBY M. CUNDIFF BOBBY L. MOYER
P. ANN LOVE JON W. SNEAD
BILLIE W. STOCKTON

MATTHEW C. HANKINS
Assistant Town Manager
Director, Community Development

MEMORANDUM

To: Mayor Angle and Members of Town Council

From: Matthew C. Hankins
Assistant Town Manager *MCH*

Date: December 8, 2015

Re: Recommended Award of Cleaning Contract

Council Members:

The most recent custodial services contract awarded by the Town of Rocky Mount expires December 31. The Town has requested proposals from responsible custodial services firms. We received interest from five contractors, but only two submitted proposals.

The firms submitted responses based on a price-per-week for cleaning the Municipal Building, Depot and Police Department year-round, a price-per-hour for cleaning the Harvester, and the expected labor and rate for seasonal cleaning at the parks and Farmers Market.

Sarver Cleaning Services submitted the proposal representing the best value to the Town, with an expected annual net cost of \$22,672, plus \$25 per hour of cleaning the Harvester. DMS Cleaning Services submitted a proposal with a projected annual net cost of \$27,506.44, with the same Harvester rate.

This contract period is for three years, commencing January 1, 2016, expiring December 31, 2018, with a Town option to renew for two additional one-year terms.

Staff recommends you authorize the Town Manager or his designee to enter into a contract with Sarver Cleaning Services, effective January 1, 2016, to clean Town facilities.

ITEM(S) TO BE CONSIDERED UNDER:

- Hearing of Citizens Consent Item Old Business New Business
 Committee Report Other

FOR COUNCIL MEETING DATED:

STAFF MAKING REQUEST:	Matthew C. Hankins, Assistant Town Manager
BRIEF SUMMARY OF REQUEST:	Attached is a memo and a copy of the proposed Comprehensive Plan.
ACTION NEEDED:	Approve the Comprehensive Plan as submitted or address changes.

Attachment(s):

FOLLOW-UP ACTION:
(To be completed by Town Clerk)

TOWN OF ROCKY MOUNT
345 DONALD AVE.
ROCKY MOUNT, VIRGINIA 24151

540.483.0907
FAX : 540.483.8830

E-MAIL: JGIBSON@ROCKYMOUNTVA.ORG
WWW.ROCKYMOUNTVA.ORG



TOWN COUNCIL
STEVEN C. ANGLE, *MAYOR*
GREGORY B. WALKER, *VICE MAYOR*

BOBBY M. CUNDIFF BOBBY L. MOYER
P. ANN LOVE JON W. SNEAD
BILLIE W. STOCKTON
JOSH GIBSON
Town Planner

MEMORANDUM

To: Rocky Mount Town Council, Rocky Mount Planning Commission
From: Matthew Hankins, Community Development Director
 Josh Gibson, Planner
 Evelyn Slone, Planner with Hill Studio
Date: December 9, 2015
Re: **Comprehensive Plan – Final Draft Review**

The following document constitutes the final version of the Town of Rocky Mount 2035 Comprehensive Plan. Changes from the version presented at the Planning Commission/Town Council joint meeting on December 1, 2015 were minimal but are noted below. Changes are also highlighted in the attached copy.

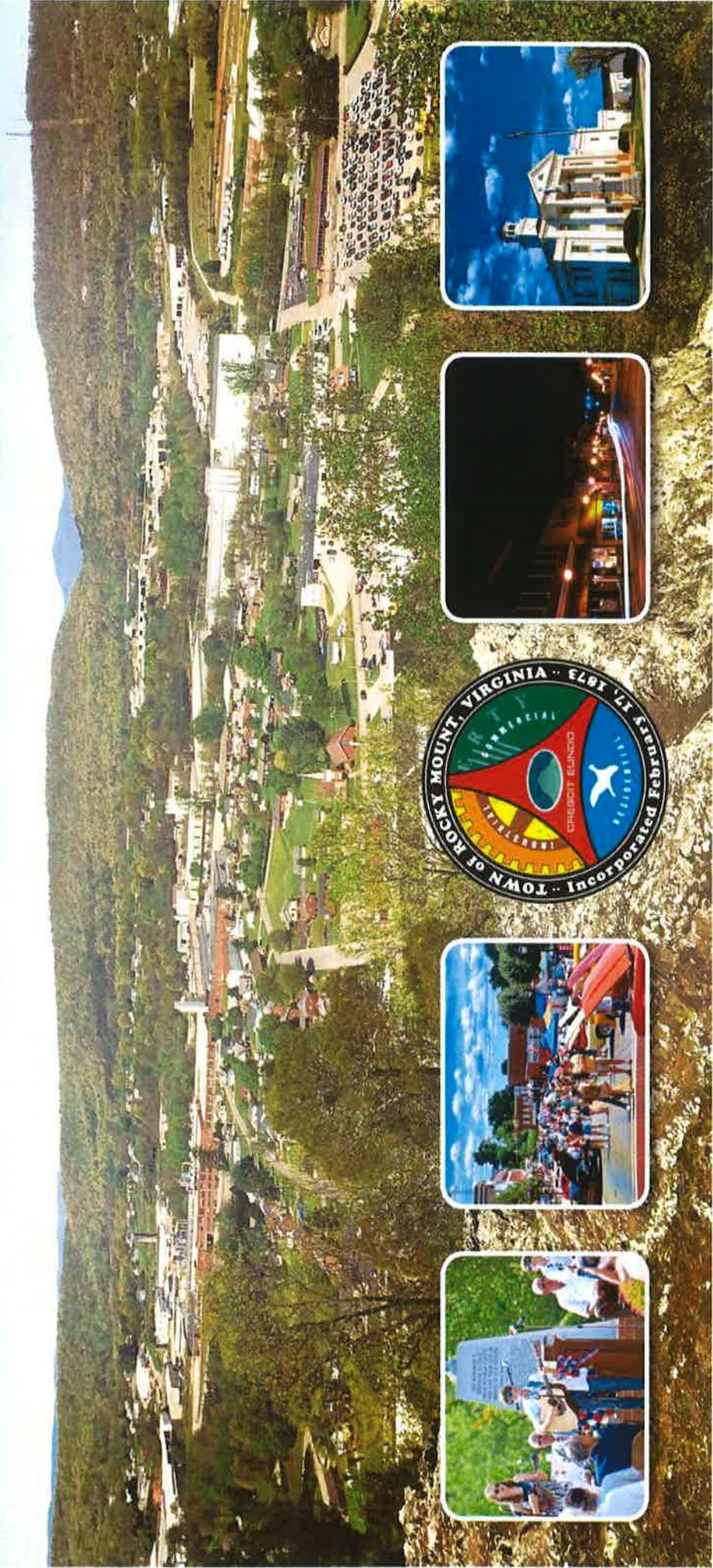
UPDATES:

- Page 9 – Additional details add about the Community Meeting held on November 17, 2015, and the subsequent plan display in Council Chambers.
- Page 20 – Paragraph about Building Maintenance Codes has been deleted, as requested by Planning Commission.
- Page 40 – Additional sentence added to tourism section regarding Tourism Zones. This addition was requested during plan review by staff, was a result of the community meeting and had not been incorporated into previous drafts.
- Page 66 - The two strategies about Building Maintenance Codes have been deleted, as requested by Planning Commission.
- Page 71 – Addition in Strategy 6 regarding Tourism Zones.

DEC 4, 2015 For Public Hearing

2035 COMPREHENSIVE PLAN

— TOWN OF ROCKY MOUNT, VIRGINIA —



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

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Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

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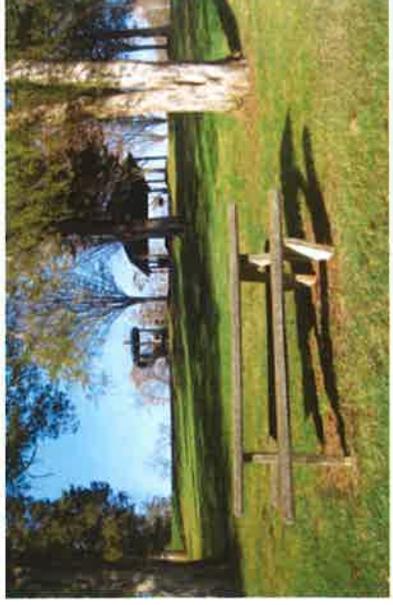
Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

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Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Executive Summary

Executive Summary

PURPOSE AND USE OF PLAN

This Comprehensive Plan provides general guidance and a framework for making important decisions regarding community priorities for public and private investment over the next 10-20 years. In Virginia, every governing body must adopt a comprehensive plan and review it every five years for any needed updates.

The plan forms the basis for community public projects such as transportation and utility improvements and planned lands for residential, industrial or commercial development. In addition, the plan provides a foundation for developing important land management tools like zoning and subdivision.

Governmental officials use the plan when considering zoning changes, capital improvements (water, sewer, roads, schools, etc.), and economic development or housing initiatives. Citizens use the plan to understand the future goals and direction of the community and to understand planned public improvements. Many businesses use the plan when considering business investments and expansion. Federal and state agencies use the plan to ensure consistency with their projects and the local plan.

COMMUNITY GOALS FOR 2035

Housing and Community – Promote and nurture a healthy, high quality of life for residents that embraces and facilitates excellent educational opportunities, outstanding recreational facilities, supportive health and social services, attractive neighborhoods, and safe, affordable housing.

2035 Vision for Rocky Mount

In 2035, Rocky Mount will be a vibrant, attractive, and established center for commerce, industry, education, recreation, and entertainment in the region.

As the official County Seat of Franklin County, Rocky Mount will be a model for other communities serving rural and growing agricultural counties – progressive public facilities, outstanding educational and social institutions, safe and welcoming neighborhoods, healthy living, excellent public services, diverse shopping opportunities, and friendly businesses with quality jobs.

Citizens and visitors appreciate the peaceful, scenic beauty of the historic, charming town, the agricultural landscape, and the surrounding Blue Ridge Mountains. There is impressive community camaraderie among citizens and a distinguished respect for town government and leaders, all of whom work together for the growth and prosperity of Rocky Mount.

Economy – Encourage, promote and invest in a diversified economy for residents and businesses that provide quality job opportunities, inviting corridors and development, and a prosperous market for products and services.

Public Facilities and Services – Plan for and provide quality, cost-effective public facilities and services that sufficiently meet community needs and accommodate managed, future growth.

Environment (Natural and Historic Resources) – Conserve, promote, and protect those important natural and historical resources that contribute to the special environmental and cultural community qualities of Rocky Mount and the region.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Executive Summary

Land Use and Development – Guide community growth and champion quality land development that complements the unique character of Rocky Mount, preserves community assets, and stimulates a diverse, resilient economy.

PLANNING POLICIES TO ACHIEVE 2035 VISION

Housing and Community

- Encourage residential development in areas targeted for growth and new development that meets the community needs for diverse housing types and enhances the attractiveness and quality of residential neighborhoods.
- Address substandard housing conditions using methods that encourage cooperative approaches with property owners to improve blighted properties and neighborhoods.
- Encourage and support healthy living initiatives that improve the health and quality of life for residents.
- Support and nurture existing and future educational opportunities and facilities in Rocky Mount.
- Support needs of existing residential neighborhoods.

Economy

- Encourage new development initiatives that revitalize downtown and uptown and further the unique sense of place that characterizes the central business district of Rocky Mount.
- Encourage and pursue businesses, industries, employers, and educational institutions in Rocky Mount that complement and diversify the economic base, provide quality jobs, enhance the quality of life, and sustain the environmental quality of the region.

- Facilitate and encourage tourism initiatives as part of the diversified economic development strategy for Rocky Mount.

Public Facilities and Services

- Upgrade, provide and plan for efficient public facilities and services to meet the community needs of Rocky Mount and surrounding service areas.
- Plan for and provide safe and efficient transportation systems with multi-modal opportunities to accommodate community needs and projected growth.
- Plan for and invest in park and recreation facilities and programs that contribute to the quality of life for residents, encourage healthy living, and enhance the economic prosperity of Rocky Mount.

Environment (Natural and Historic Resources)

- Protect, preserve and conserve important natural and historic resources in Rocky Mount.
- Promote natural and historic resources as community assets that contribute to the high quality of life, recreational opportunities, and economic sustainability of Rocky Mount.

Land Use and Development

- Provide responsible governmental leadership that furthers the 2035 Vision for Rocky Mount and promotes best practices for achieving desired outcomes.
- Maintain up to date land development ordinances to ensure effective planning for growth, easy customer use, equitable application, and consistent, defensible administration.

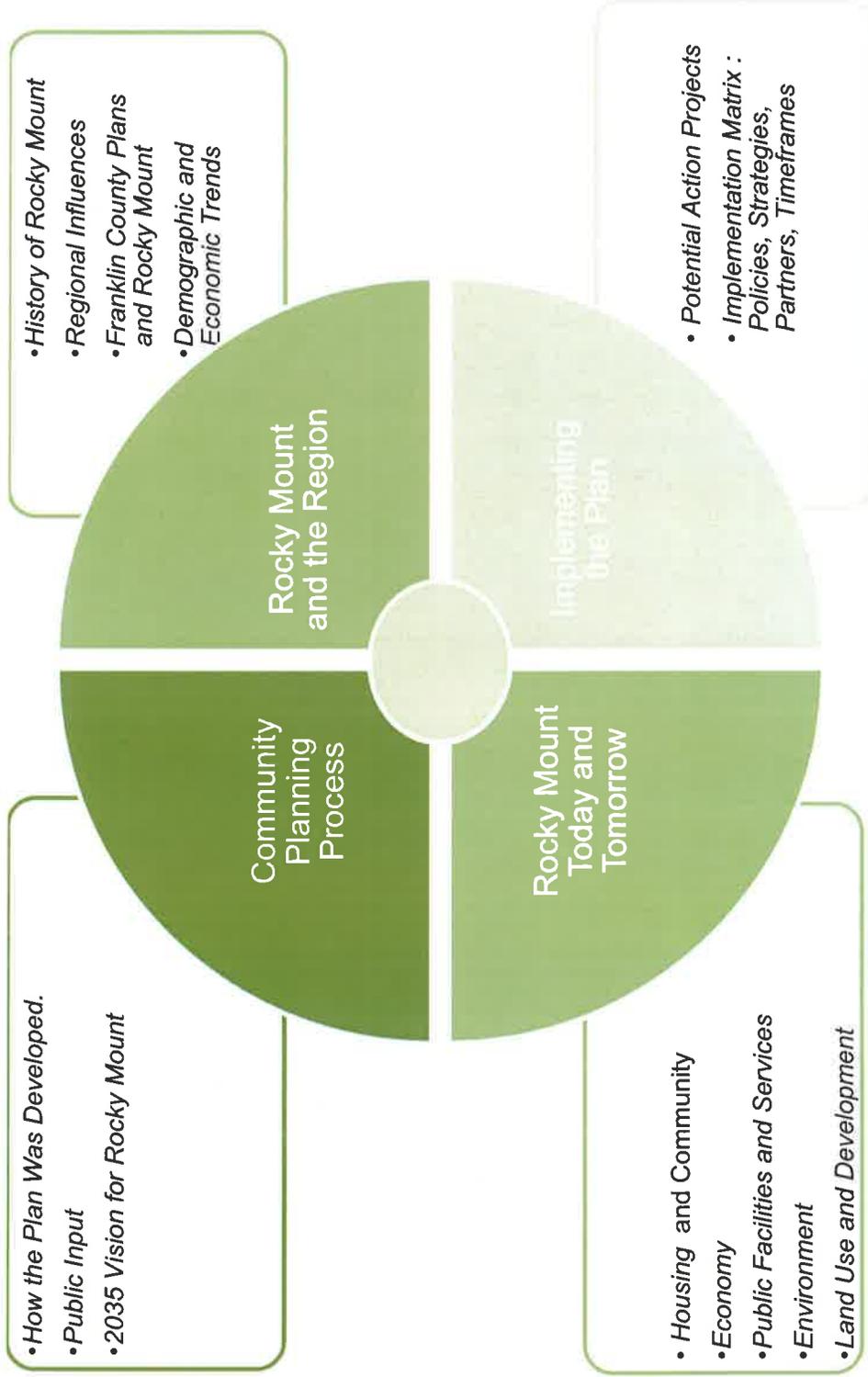


Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Executive Summary

ORGANIZATION OF THE 2035 COMPREHENSIVE PLAN

The following sections provide detailed information on the planning process, regional influences, and existing conditions and future opportunities for Rocky Mount. The last section provides recommended community policies and potential action strategies for implementing the plan and achieving the community vision and goals for 2035. The following graphic provides an overview of how the Comprehensive Plan is organized.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Community Planning Process

Community input from governmental leaders, business representatives, citizens and other stakeholders informed this Comprehensive Plan with guidance of the Town Planning and Zoning Department and Planning Commission.

2007 COMPREHENSIVE PLAN – A CITIZEN VISION

The Comprehensive Plan, adopted in 2007, provided a base foundation for this updated Comprehensive Plan. This plan considered the background information, vision statement, goals, objectives, condition highlights, and issues and opportunities for all planning elements. This update integrates relevant planning recommendations from the 2007 plan and provides an improved visual and organizational format for easy reference by town officials and citizens.

COMMUNITY TOUR

In July 2014, Town planning staff provided an in-depth overview of various community areas within the Town of Rocky Mount. Following the discussion, they provided a guided tour of the community areas noting outstanding challenges and any pending initiatives.

COMMUNITY FOCUS GROUP MEETINGS

In November 2014, the comprehensive planning team met with several small groups of citizens, business representatives, community leaders, and town departmental leaders to discuss community issues and needs, opportunities for growth, and vision for the future. For the purposes of understanding how these discussions influenced the Comprehensive Plan, these are some of the notable points of discussion:

People

- A September 2013 *Franklin County Community Health Needs Assessment* revealed an underserved population in need of reliable transportation, affordable medicine, and access to dental, mental health, and primary and specialty medical care. There is a need for improved coordinated care across the health and human sectors, as well as increased community wellness programs to address obesity and management of chronic disease. There are increased special needs in youth, like autism.
- Youth leave Rocky Mount and Franklin County after graduation because of the lack of quality jobs with sufficient pay and advancement opportunities.
- Young people need more recreational activities to provide them with a reason to connect with positive and constructive activities, resources, and people.
- Transportation and access to facilities and services is a challenge for youth and other residents without cars.

Housing

- Young families, professionals and empty nesters desire different housing options, such as quality townhouses, loft apartments, and alternative styles of single-family homes.
- The neighborhoods along North Main Street need effective improvements to enhance properties, address community challenges, and enhance social well-being.

Public Facilities and Services

- Parks and recreational facilities need upgrades to meet today's recreational interests. Grow Rocky Mount by increasing outdoor recreation activities, especially trail



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Community Planning Process

connectivity for biking and hiking, and increased river access.

- Terracotta and cast iron wastewater and water lines in certain parts of town are aging and eventually, will need replacement.
- Intersection at Floyd Street and Route 40 in downtown needs improvement.
- Community fiber network needs improved distribution options for consumers.
- Police and fire personnel must meet rigorous training and educational requirements. For public employees, these requirements result in considerable financial and time investments. For volunteers, the time requirements are a challenge for recruiting and retaining personnel.
- Community oriented policing using the Scanning, Analysis, Response and Assessment (SARA) Model can enhance community safety and improve neighborhoods.
- Citizens genuinely appreciate and respect the leadership and work of Town officials and workers. There is a strong camaraderie with citizens to work for what is best in the community.

Economy

- North Main Street offers opportunities for business growth and investment. Need to nurture and recruit planned development that will complement the corridor.
- Enhance gateway corridors and revitalize business development. Implement a coordinated wayfinding system for visitors. Aging strip malls and other commercial

properties can benefit from investment and upgrades to strengthen attractiveness and retail activity of the corridor.

- Continue downtown and uptown revitalization efforts. Investments in uptown and downtown will strengthen the overall economy and businesses.
- Recruit more retail businesses to downtown and uptown and encourage more visitor destinations. Find effective pedestrian connection between uptown and downtown.
- Encourage more festival and arts and culture activities in downtown. Use the Farmers Market to its fullest potential.
- Encourage and promote local products and services – promote a campaign to shop and buy local.
- Promote tourism and work with regional partners to increase visitors coming to Rocky Mount. Use the Harvester Performance Center as a focal point for increasing tourism and business development.
- Celebrate the history of Rocky Mount for residents and visitors.
- Encourage events and festivals to bring in more visitors.

Environment

- Rocky Mount is a beautiful community with outstanding natural resources – mountains and rivers. The scenic views and history of the community are important community assets worth preserving and promoting.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Community Planning Process

PLANNING WORKSHOP FOR SPECIAL ACTION AREAS

In updating the Comprehensive Plan, Hill Studio studied design improvements for two key areas identified during town and community discussions – North Main Street Corridor and U.S. Route 40 Corridor and Gateway Entrance. Improvements to these areas can effectively influence and facilitate future development patterns. Thus, this Comprehensive Plan includes recommendations developed during this workshop and proposes them as “potential action projects” to help achieve the future community vision. For more details on recommendations for North Main Street and U.S. Route 40, see the *Community and Housing* and the *Economy* sections of this plan.

COMMUNITY MEETING

On November 17, 2015, project planners held an open meeting for public input on the draft Comprehensive Plan at the Rocky Mount Municipal Building. Information provided included an overview of the purpose of a comprehensive plan, vision and goal statements, opportunity action projects, and future land use. Copies of the draft plan and the meeting information were available for public review and as a printed handout. In addition, copies of the plan were available at the County library. Following the community meeting, summary information remained on display in Town Council Chambers for several weeks.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount and the Region

Rocky Mount and the Region

HISTORY OF ROCKY MOUNT

Settled in the mid-1700s, Rocky Mount received its name for the visible rock bluff, also known as Bald Knob, on the mountain just south of what is now Tanyard Road. By the late 1770s, The Washington Iron Furnace near the Pigg River was in full operation in Rocky Mount. Iron production was an important enterprise in the region and attracted suppliers of supporting goods and services to the area. A post office was established in 1785.

In March 1786, Franklin County held the first court in Rocky Mount at the home of James Callaway, the proprietor of the Washington Iron Furnace. Later that year, Franklin County erected a log courthouse near the present day intersection of Court and Main Streets in the neighboring village of Mount Pleasant. The log courthouse was replaced in 1831. By 1836, Rocky Mount had a population of 275 with thirty dwellings and a number of businesses. By 1873, Rocky Mount became incorporated as a town, encompassing a one-half mile radius from the courthouse and combining the two villages of Rocky Mount and Mount Pleasant.

Between 1880 and 1895, the development of the railroad into Rocky Mount brought expanded access to northern and eastern markets for tobacco. Industry and commerce expanded, as did the population and social institutions. By 1898 Rocky Mount had a population of about 600 inhabitants, 100 lots with buildings, two hotels, two factories, a machine shop and 14 stores. Many of the existing houses in Rocky Mount today were built during this peak period of development. They include

factory worker vernacular cottages and architecturally defined homes of professionals and factory managers. By the turn of the century, Rocky Mount was affiliated with tobacco factories and the production of furniture and textiles. The present courthouse was built in 1909 in uptown Rocky Mount.

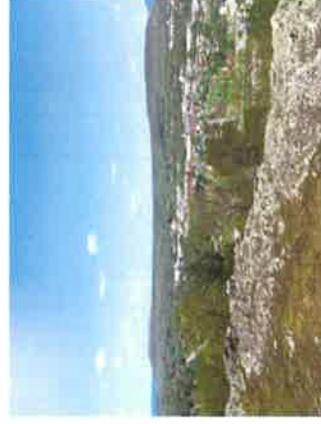
Today, Rocky Mount still serves as the County Seat and as the regional center for government, commerce, industry, education, and entertainment.



*Historic Marker at Courthouse
South Main Street*



*The Taliandro Building, circa 1827
South Main Street*



*View of Rocky Mount from
Bald Knob*



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Community Planning Process

REGION OVERVIEW AND INFLUENCES

Franklin County lies in western Virginia in the Blue Ridge Mountains of Virginia. Franklin County is part of the Roanoke Metropolitan Statistical Area which includes Roanoke County, Roanoke City, Salem City, Botetourt County, and Craig County. Notable points about the MSA are:

- In July 2014, the MSA population was 313,808 and is projected to grow to 318,200 by 2018.
- The available labor force within the MSA was over 150,000 in 2014.
- There are 25 colleges within a 60-mile radius, which provide over 10,000 graduates annually.
- The MSA is an outdoor recreation destination that includes the Blue Ridge Mountains, Blue Ridge, Parkway, Appalachian Trail, Jefferson National Forest, and Smith Mountain Lake.
- Two major transportation corridors, U.S. Route 220 and U.S. Route 40, serve Rocky Mount and Franklin County. Interstates 81 and 64 serve the larger MSA.

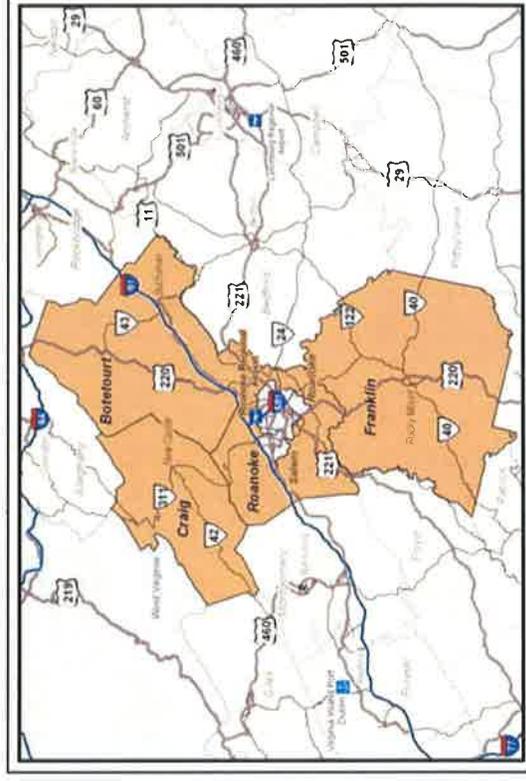
Surrounding Franklin County are the Counties of Roanoke, Henry, Pittsylvania, Bedford, Floyd and Patrick, and the metropolitan Cities of Roanoke, Martinsville, and Danville.

This favorable positioning in the region and proximity to the nearby metropolitan areas offers many opportunities for Rocky Mount in terms of transportation, employment, commerce, and continuing education. Urban areas, open farmland, and recreational destinations are within an easy commute of town limits.



Above - Map of Virginia showing location of Franklin County.

Below - Map of Roanoke MSA showing Franklin County and Rocky Mount.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount and the Region

FRANKLIN COUNTY AS A COMMUNITY PARTNER

The Town of Rocky Mount lies strategically in the center of Franklin County adjacent to U.S. Route 220, the major north – south County transportation corridor and U.S. 40, the major east-west corridor. Because of its location, the Town has evolved as a center for business services and employment.

Town residents are also residents of Franklin County and pay both Town and County taxes for certain public services and facilities. As an incorporated jurisdiction within the County, there are authorized powers and governmental services and facilities provided by the Town (e.g., water/wastewater utilities, street maintenance, refuse collection, police, zoning/land planning, etc.) and others provided by the County (e.g., public school system, social services programs, library, building code administration). The Town and the County work cooperatively on many initiatives involving economic development, utilities, transportation and public safety, including a volunteer fire department. Consequently, there is significant coordination required between the two local governments.

Franklin County Vision 2025

Franklin County, Virginia— appreciating its rural, scenic Blue Ridge landscape and rich cultural and agricultural heritage is a uniquely balanced, highly educated, prosperous, and diverse land of families, businesses, and communities of faith who thrive amongst interconnected neighborhoods where personal responsibility and community interdependence are cherished.

The Franklin County 2025 Comprehensive Plan adopted in 2007 identifies specific policies and shared areas of cooperation for managing transportation and future land development for the

Town of Rocky Mount. The goal is to develop high quality services and facilities that will meet the needs of County and Town residents. The County Plan outlines the following cooperative areas:

1. **Growth Areas** - The County will define future growth areas under County jurisdiction, but proximate to the Town, and will coordinate with the Town on rezonings, subdivisions, and site plan reviews for new development within these growth areas to ensure compatibility with Town development plans, comprehensive plan, and the efficient provision of public services and utilities by the County either by purchasing and distributing Town utility services through inter-jurisdictional agreements or independent utility development by the County.
2. **Transportation Planning** - The County will coordinate with the Town on transportation planning issues that affect Town and County residents, including upgrading of the three Route 220 bypass interchanges.
3. **Public Utilities** - The County will seek to develop a partnership by means of inter-jurisdictional agreements with the Town to purchase bulk water and sewage treatment. The County is a public utility provider and shall construct the public utility infrastructure which is required. (Regional agreement was signed 2014 between Town, County and Western Virginia Water Authority.)
4. **Housing** - The County will encourage higher density residential developments and housing projects for populations with special needs close to supporting services and facilities.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Community Planning Process

In addition to these policies, there are other adopted planning objectives/strategies that may be relevant to future planning for the Town of Rocky Mount:

Parks and Recreation –

- Continue to develop satellite park and recreation facilities at each of the elementary school locations in the County (recreational fields).
- Implement the Franklin County Trails Plan as adopted by the Board of Supervisors for greenways and trails that use river corridors, abandoned railways, and other linear routes to link selected County towns, park sites, schools, and other community facilities.

Community Facilities, Social and Human Services –

- Provide centers for the delivery of mandated human and social services that are accessible / convenient to residents.

Community Facilities, Public Safety, Law Enforcement –

- Develop a strategy to recruit, retain, educate, and motivate quality staff and volunteers while improving utilization of human resources.
- Develop law enforcement services and facilities to meet the needs of the citizens of the County in the year 2025.

Education –

- Expand career and technical educational opportunities.
- Encourage expansion of mentoring programs between industry, business, local government and schools.
- Provide lifelong learning opportunities for citizens.

Transportation, Human Services –

- Improve existing human services transportation system.

Housing –

- Identify distressed neighborhoods and seek funding to improve roads, sidewalks, and public utilities.

Public Utilities -

- Develop a community facilities plan for public water extensions to include potential service areas to enhance fire flow, potential costs, timing, and funding sources.
- Develop a community facilities plan for public sewer development that incorporates realistic development goals and objectives, timing, funding sources, and appropriate technology in targeted public service areas.
- Investigate establishing a natural gas distribution network in Franklin County.
- Develop broadband internet opportunities.

Economy –

- Increase the capacity of the County to attract and retain businesses and create employment opportunities.
- Promote and expand the tourism industry.
- Partner with educational institutions and the workforce development center to provide development assistance and training for small businesses.

Environment and Cultural Resources -

- Develop and implement a strategic plan for open space preservation that identifies key wildlife/conservation opportunities, acquisition programs, and preserves appropriate open space areas.
- Identify and protect the County's historic, architectural, and cultural resources.



Rocky Mount and the Region Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

DEMOGRAPHIC AND ECONOMIC TRENDS

Some of the relevant demographic statistics for Rocky Mount are included in the following summary tables.

Selected Demographics (US Census Bureau – 2000 Census, 2013 American Community Survey)		Rocky Mount		Franklin County		Virginia
		2000 Census	2013 ACS	2000 Census	2013 ACS	2013
Population (Total)		4,066	4,820	47,286	56,195	8,100,653
Percent Change in Population 2000-2013			18.54 %		18.84 %	n/a
Population by Age Group						
	0-19 yrs	23.50%	18.00%	24.90%	23.20%	25.80%
	20-64 yrs	52.90%	56.80%	60.80%	58.10%	61.60%
	65+ yrs	23.60%	25.20%	14.30%	18.60%	12.60%
Median Age		41.9	47.2	39.7	44.4	37.5
Racial Composition						
	White	74.50%	83.30%	89.00%	89.80%	5,627,076
	African American	22.30%	16.20%	9.30%	8.40%	1,568,021
	Other	3.20%	0.50%	1.70%	1.60%	830,003
Educational Attainment (population 25 years+)						
	Less than high school degree	35.80%	24.4%	27.80%	17.30%	12.5%
	High school graduate or higher	64.20%	75.60%	72.20%	82.70%	87.50%
	Bachelor's degree or higher	15.60%	16.10%	14.80%	19.10%	35.20%
Housing Units (total)		1,796	2,608	22,717	29,246	n/a
Occupied		1,698	2,334	18,963	23,358	89.40%
Vacant		98	274	3,754	5,888	10.60%
Owner-Occupied		1,001	1,325	15,386	18,230	67.30%
Renter-Occupied		697	1,009	3,577	5,128	32.70%
Year Householder Moved Into Unit						
	Within 1 year	14.0%	16.4%	14.1%	13.1%	n/a
	2-5 years	24.4%	36.2%	26.5%	41.30%	n/a
	6-10 years	15.0%	13.8%	17.5%	21.00%	n/a
	11-20 years	20.4%	9.7%	17.8%	10.30%	n/a
	21-30 years	10.5%	10.9%	11.6%	7.10%	n/a
	More than 30 years	15.70%	12.9%	12.4%	7.30%	n/a
Median Home Value (owner-occupied)		\$79,700	\$ 121,900	\$ 105,000	\$ 163,700	\$ 244,600
Median Household Income		\$26,927	\$ 27,250	\$ 38,056	\$ 45,624	\$ 63,907
Individuals Below Poverty Level		14.1%	21.8%	9.7%	14%	11.3%
Commuters Living and Working in Place of Residence			54.1%		22.8%	
Median Earnings for Workers			\$ 23,003		\$ 27,368	\$ 46,677



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Community Planning Process

Town of Rocky Mount, Virginia			
Employment by Industry and Median Earnings (2013 American Community Survey, US Census)			
Employment by Category	Employees	Median Earnings	
Civilian employed population 16 years and over / Median Earnings (Total)	1,956	\$ 26,324	
Agriculture, forestry, fishing and hunting, and mining:	31	-	
Agriculture, forestry, fishing and hunting	31	-	
Mining, quarrying, and oil and gas extraction	0	-	
Construction	165	\$ 29,529	
Manufacturing	337	\$ 34,770	
Wholesale trade	0	-	
Retail trade	251	\$ 14,821	
Transportation and warehousing, and utilities:	128	\$ 29,375	
Transportation and warehousing	97	\$ 40,592	
Utilities	31	-	
Information	41	\$ 70,481	
Finance and insurance, and real estate and rental and leasing:	49	\$ 25,583	
Finance and insurance	49	\$ 25,583	
Real estate and rental and leasing	0	-	
Professional, scientific, and management, and administrative and waste management services:	170	\$ 30,250	
Professional, scientific, and technical services	66	\$ 75,441	
Management of companies and enterprises	0	-	
Administrative and support and waste management services	104	\$ 10,000	
Educational services, and health care and social assistance:	390	\$ 31,333	
Educational services	178	\$ 33,409	
Health care and social assistance	212	\$ 15,900	
Arts, entertainment, and recreation, and accommodation and food services:	198	\$ 8,382	
Arts, entertainment, and recreation	37	\$ 45,469	
Accommodation and food services	161	\$ 4,954	
Other services, except public administration	165	\$ 9,306	
Public administration	31	-	



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount and the Region

From this demographic information, we see that:

- Although Town population has increased since 2000 (18.5%), much of this increase is most likely due to the annexation of Franklin Heights in July 2000 (approximately 500 persons and 1.5 square miles of land area). Thus, the population over the past decade has remained stable.
- Population is aging. There are fewer persons under 19 and the median age is 47.
- Number of high school graduates continues to increase (10% rise) and the number of college graduates increased (1%).
- Number of housing units is increasing. Approximately 39% of the housing units in Rocky Mount are renter-occupied.
- Approximately 56% of housing occupants have lived in Rocky Mount five years or less. Approximately 28% of housing occupants have lived in Rocky Mount for longer than 10 years.
- Median owner-occupied home value is increasing - \$121,900. This is still lower than that of Franklin County - \$163,700.
- The median household income increased slightly - \$27,250. This is still much lower than that of Franklin County - \$45,624.
- The number of individuals living in poverty increased - 21.8%. This is higher than Franklin County and the State (9%).
- The greatest numbers of people were employed in education/health care, manufacturing, retail trade, and arts/entertainment/food services.



In general these trends show stable, positive growth and investment for the Town of Rocky Mount. However, there are some areas that deserve consideration in planning for the future.

- Rocky Mount is losing young people after high school and college.
- Housing values in Rocky Mount show a lower median home value and an increase in the number of renter-occupied units.
- Household incomes in Rocky Mount are significantly lower than the County and the Commonwealth of Virginia. In 2013, the median household income in Rocky Mount was \$27,250. However, it is noteworthy that approximately one-half of those persons living in Rocky Mount also work in Rocky Mount.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Housing and Community

Rocky Mount Today and Tomorrow Housing and Community

To assist community planning efforts, town planners developed a map of areas/communities with shared interests or common topographic or physical features. This provides a means for organized discussion of various community planning topics. A map of these areas is on the next page for general reference.

HOUSING

Existing Conditions:

The 2013 American Community Survey Census reported that the Town of Rocky Mount has approximately 2,600 housing units with about 2,300 occupied units. Some characteristics are:

- Approximately one-half of the occupied units were owner occupied and had a median home value of \$121,900 (less than the median County home value of \$163,700).
- About 75% of the existing housing stock is single-family attached or detached homes.
- Approximately 15% of the existing housing was constructed prior to 1939 and approximately 8% was constructed since 2000. Most of the housing in Rocky Mount was built between 1950 and 1980.
- Of those living in the housing units, approximately 50% had moved there within the past five years or less.
- The median housing costs for an owner with a mortgage was \$963 a month; median gross rent was \$687 a month.

Challenges and Opportunities:

Based on 2000-2013 census data, the town has experienced an annual growth rate of approximately 1.45%. While this rate reflects annexed land (containing 500 persons) and is liberal, it provides an established basis for thinking about future housing needs. Using this growth rate, the projected population in 2025 would be 5,729 and in 2035 would be 6,616. This equates to about 450 housing units every ten years (assuming an average of two persons per housing unit).

Population	2013	2025*	2035*
Rocky Mount	4,820	5,729	6,616
Housing Units	2,608	3,058	3,508

Source: U.S. Census Information; 2025 and 2035 are population projections using an annual growth rate of 1.45%. Projected Housing Units assume two persons per household, using projected population.

Community housing needs identified during planning meetings include: improvement of substandard housing (particularly in neighborhoods off of North Main Street); development of more centrally located, alternative housing types (townhouses, senior living, downtown lofts); and higher quality single-family homes that meet the desires and needs of modern homebuyers (e.g., \$175,000-\$225,000 with 3 bedrooms/2 baths, basement or storage, and garage or expansion area).

Rocky Mount is an ideal location within Franklin County and the region to expand housing offerings and recruit new residents. Much of the land area in town has access to public

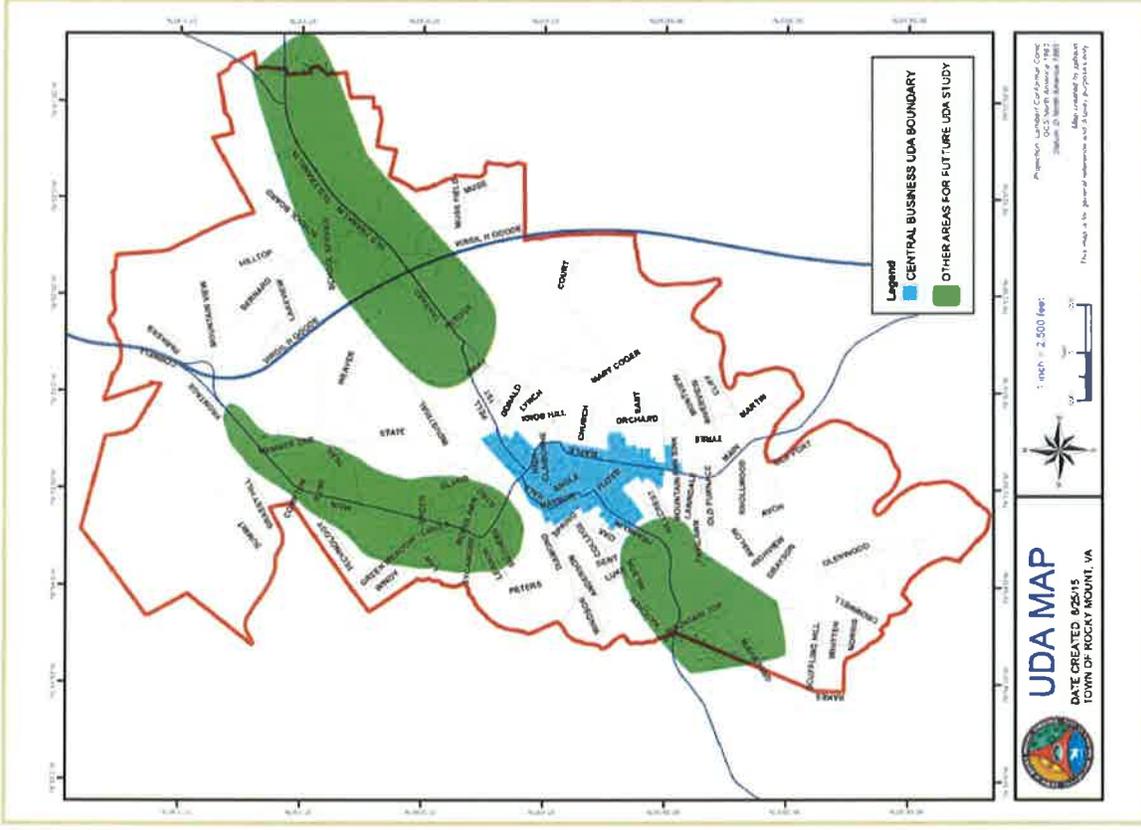


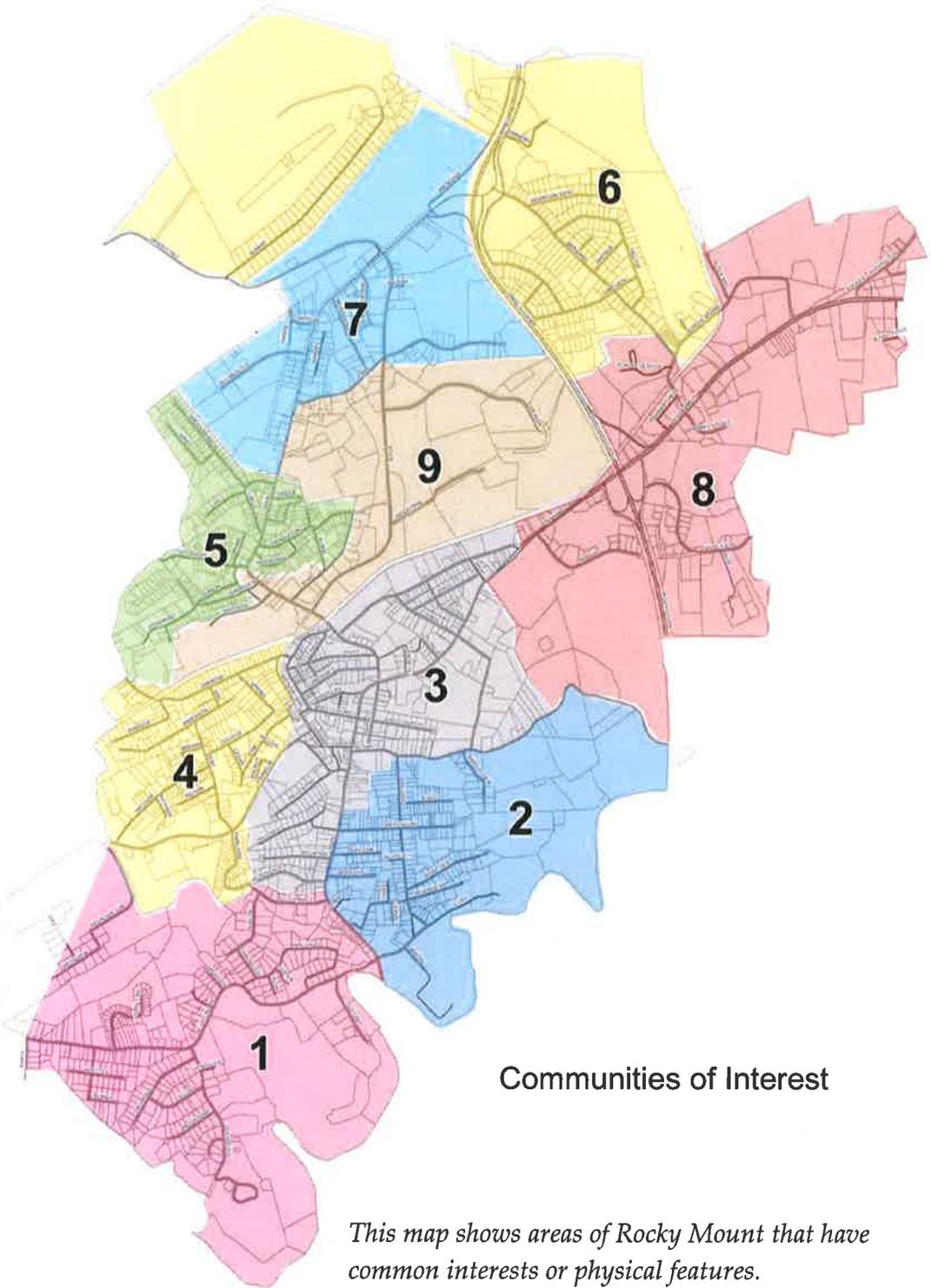
Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Housing and Community

utilities and an existing street network. Encouraging new housing development in existing neighborhoods is one easy way to increase housing stock. In addition, there are suitable undeveloped lands in the southern and northern areas of Rocky Mount that have excellent development potential for housing. For example, the second phase of a Planned Unit Development near Scuffling Hill Road proposes to add up to approximately 250 homes in the future. There are additional housing development opportunities near U.S. Route 220 North where residential development continues to occur on Summitt Drive and in Franklin Heights. Finally, with recent improvements and investments in downtown, there are new opportunities for loft housing in upper stories of downtown buildings. This type of housing is especially attractive to young professionals and will enliven the downtown with people and business activity.

In September 2015, Rocky Mount designated the Central Business District as an Urban Development Area (UDA), and identified two additional areas for future study – North Main Street and US Route 40 East. Designating an UDA is beneficial in that it encourages growth in areas that have sufficient transportation and public infrastructure systems. Identifying these areas in the Comprehensive Plan provides planning support for directing federal and state transportation, housing, utilities, and economic development funds to Rocky Mount and the UDA. Using the growth projections for 2035 and 2045, Rocky Mount should plan for an additional 900 people in 10 years and 1,800 in 20 years, or about 450 housing units per decade, using an average of 2 people per household. Future housing and supporting business development should be directed to these identified areas (see map right).





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Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Housing and Community

Residential development outside of town limits can be managed through regional cooperation with Franklin County, as both public utilities and transportation systems will drive any future development of major housing subdivisions.

The North Main Street Corridor hosts two established neighborhoods that have received Community Development Block Grant funding for revitalization and rehabilitation in the past (Needmore and Tank Hill Projects). Even with past housing and neighborhood improvement activities, continued community challenges and housing quality issues threaten the vitality of these areas and the North Main business corridor. Much of the housing was constructed prior to 1930 and is occupied by low-to-moderate income persons, both owners and renters. Issues include lack of property maintenance and deterioration. Additional assessment and study of the neighborhoods and the business corridor could help develop effective strategies for addressing housing and social needs, as well as future economic revitalization of this gateway.

COMMUNITY FACILITIES AND SERVICES

Existing Conditions:

Rocky Mount has several active community service organizations that serve the town and the county. Each year, the Franklin County Resource Center provides a *Community Resource Directory* which summarizes available programs and contact information for a variety of human services. Some of the principal organizations operating in Rocky Mount (and serving Franklin County) include: United Way, American Red Cross, YMCA, Piedmont Community Services (mental health and intellectual disability services), Goodwill Industries

International (job/training support for people with disabilities), STEP Inc. (community action agency), Helping Hands (emergency financial assistance), Stepping Stone Mission (food), and Free Clinic of Franklin County (Bernard Health Care Center). In addition, the numerous churches of Rocky Mount provide supporting community services and assist in helping to connect people and resources.

In discussions with community leaders as part of the update of this comprehensive plan, the community human service needs identified focused on improving community health and wellness and increasing youth activities and outreach. Education and proactive prevention, particularly at an early age, is a preferred direction for a healthier future.

In 2013, Carilion Clinic worked with a forty-member committee of area community service providers and leaders to develop a *Franklin County Community Health Needs Assessment*. The assessment included data collection, survey, and focus group discussions to identify the top community health needs. The findings, published in September 2014, revealed an underserved population in need of more reliable transportation, affordable medicine and access to mental health, dental, primary care and specialty services. The top community needs identified were to (1) improve access to mental health and substance abuse services, primary care, adult dental care, and specialty care, (2) improve coordination of care across the health and human services sector, (3) enhance general wellness of the community (i.e., through programs addressing obesity and chronic disease management) and (4) improve transportation services. Carilion Franklin County Memorial Hospital agreed to provide leadership, work within their existing community coalitions,



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Housing and Community

and establish a multi-disciplinary team of partnering agencies, to develop an implementation plan to address these community needs. In addition, as of 2015, United Way of Franklin County agreed to lead a community-wide initiative, *Healthy Franklin County*, to address obesity and related chronic diseases through promoting healthy lifestyles. One of their first projects is the development of community gardens to provide healthy foods.

Challenges and Opportunities:

According to 2013 U.S. Census information, over twenty percent of the individuals living in Rocky Mount were below the poverty level. This percentage was higher than those found in both Franklin County (14%) and the Commonwealth of Virginia (11%). Thus, special efforts and programming may be necessary to meet and proactively address community service needs. The next steps of partnering agencies will be very important in furthering implementation strategies to address the findings of the 2014 Community Health Needs Assessment. Success will require multi-disciplinary partners and inter-agency communication and coordination to obtain funding for programs and to provide outreach to community residents.

Carilion Franklin Memorial Hospital is an important asset to the Town and the County not only in terms of medical services, but also employment, community outreach, and as a factor in attracting economic development. In December 2014, an article in the *Roanoke Times* reported that “rural hospitals are struggling ... because of the unique challenges posed by the larger socioeconomic trends in rural Virginia. Over the past 25 years, as the manufacturing, textile and mining industries have declined, rural Virginia has shifted demographically to an older

and often less healthy population ... There is increased chronic disease, increasing numbers of uninsured persons, and declining health care reimbursement formulas ... Of the 37 hospitals classified as rural by the federal government, 20 had negative operating margins last year, and seven had a negative net worth. This financial picture makes it nearly impossible for these hospitals to invest in their people, technology and infrastructure. Over the long-term, if unaddressed, it will lead to the loss of certain services and potentially the closure of facilities.” For Rocky Mount, retention of the hospital is critical. While the facility operated favorably in 2014, they are an essential community partner and close coordination with local government and other health and wellness agencies will be very important in furthering the healthy living vision for the future.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Housing and Community

EDUCATION

Existing Conditions:

Franklin County operates six state accredited school facilities in the town limits of Rocky Mount. During school operation, these facilities bring over 4,600 students into Town.

- Franklin County High School (2013-14 enrollment 2,128)
- Gereau Center for Applied Technology and Career Exploration, Grade 8 (2013-14 enrollment 283)
- Benjamin Franklin Middle School, East - Grade 6 (2013-14 enrollment 538)
- Benjamin Franklin Middle School, West – Grades 7-8 (2013-14 enrollment 895)
- Rocky Mount Elementary (2013-14 enrollment 364), and
- Lee M. Waid Elementary (2013-14 enrollment 394).



Franklin County High School

In addition, the Franklin County Center for Advanced Learning and Enterprise offers GED and adult education courses. The

County recently purchased acreage adjacent to Perdue Lane for expansion needs of the high school.

Challenges and Opportunities:

The educational facilities within Rocky Mount provide significant employment opportunities and an influx of people during school operations. These facilities are an economic and social asset for the community that should be cultivated for a prosperous future. Continuing educational opportunities for both young persons and adults are essential to the health and well-being of a community. There may be additional opportunities for educational classes and activities during non-school hours that can enrich the quality of life for residents. Expansion of these opportunities could be pursued in partnership with the school system and other stakeholders such as local churches, community service agencies, and local community organizations. Think outside the box; be a continuous learning community that truly embraces and values the educational opportunities available in Rocky Mount.

A first step could be emphasizing and beautifying pedestrian connections to school facilities. For example, the Franklin County High School Campus on Tanyard Road could be better connected and enhanced to calm traffic, improve pedestrian safety, and encourage healthy walking activity.

Retaining young adults in Rocky Mount for the long-term will diversify the community and enable it to thrive in the future by adding residents, employees, and entrepreneurs. In addition, the student population can be an excellent market for specialized business opportunities (food, recreation, entertainment, clothing, etc.). At present, youth activities need



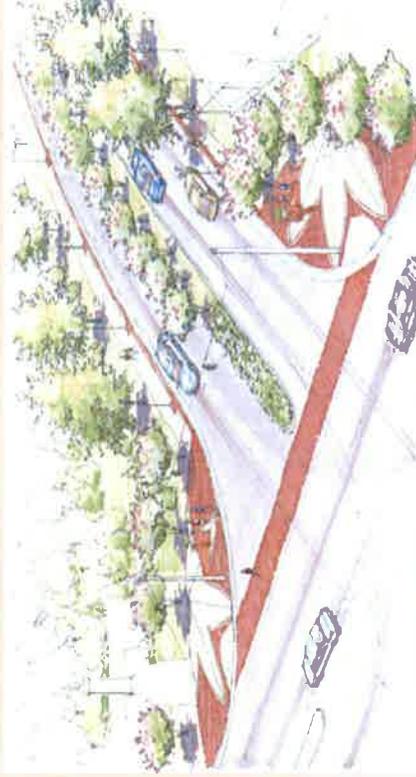
Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Housing and Community

to be positively focused and engaging to further leadership development and to nurture young people who want to come to Rocky Mount, and eventually, live or do business in town. Perhaps one option is to focus on redevelopment of an older shopping center for a new youth center and recreational business cluster that gives young people a place to go and gives recreation businesses a venue for operation. It could include supporting services such as youth activities, food, clothing, and entertainment. Outdoor recreation (trails, bikes, kayaks, etc.) is a growing economic field that draws young folks and visitors of all ages.

Opportunity Action Project for Tanyard Road

Enhanced and beautified pedestrian crossings can connect facilities and improve pedestrian safety.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Economy

Economy

REGION AS AN ATTRACTION

Rocky Mount and Franklin County are well positioned for economic development between two metropolitan regions (Roanoke and Martinsville) that are within easy access via U.S. Route 220.

Existing Conditions:

The Town and the County are included as part of the Roanoke Metropolitan Statistical Area and participate in two regional planning districts – Roanoke Valley-Alleghany Regional Planning Commission and West Piedmont Regional Planning Commission. Thus, Rocky Mount draws from diverse economic outreach efforts/studies and benefits from initiatives undertaken by both regions.

The Roanoke Regional Partnership works with multiple communities in the region to further economic development and draw new employers. In 2014, the partnership announced that it would be the administrator for a new Western Virginia Regional Industrial Facilities Authority that allows local government partners (Counties of Franklin, Botetourt, Roanoke and Cities of Roanoke and Salem) to cooperate on economic development projects and improving industrial sites.

Challenges and Opportunities:

Of particular relevance to Rocky Mount is the Regional Partnership's branding of the region for outdoor recreation as a draw for furthering business development and promoting the region's quality of life. As an urban center close to Smith Mountain Lake and rural, natural landscape, there are

opportunities for increased recreational tourism and outdoor recreation business development. This can complement local businesses and offer activities for both residents and visitors.

With the continued regional coordination and cooperation of local governments in future economic development initiatives, there is great value to Rocky Mount and Franklin County. Finding and strengthening unique niche business approaches will be very important in furthering the vitality of the Town economy and maintaining the quality of life for residents.

DOWNTOWN AND UPTOWN

Like many communities in Piedmont Province of Virginia, early businesses and residences in Rocky Mount settled on the high lands. When the railroad came, development shifted to the low land, in close proximity to the center of town. Thus, many communities like Rocky Mount have "uptowns" and "downtowns." Today, both uptown and downtown comprise the central business district, yet each have a very unique character and specialty businesses that make it distinctive.

Existing Conditions:

Uptown Rocky Mount, the early main street for business and commerce, hosts the historic Franklin County Courthouse. As the County seat of Franklin County, uptown has experienced development related to governmental operations and legal services. Over the years, uptown has been populated with professional offices, financial institutions, churches, and other supporting agencies and businesses. In the past decade, both Town and County municipal operations have moved from uptown to nearby properties that can accommodate their



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Economy

expansion needs. Carilion Franklin Memorial Hospital still operates in uptown.

Downtown Rocky Mount has grown over the years to become the retail center of the central business district. Public facilities like the Franklin County Library, Franklin Center for Advanced Learning and Enterprise, Rocky Mount Farmers Market, Rocky Mount Post Office, and the Community and Hospitality Center (restored Rocky Mount Train Depot) continue to attract residents, clients, and visitors to the downtown.

An Arts and Culture District, adopted in 2010, includes provisions for encouraging new business development to increase the growth and prosperity of arts and culture and complementary businesses. The district offers various incentives for new and expanding businesses located in downtown and uptown.

The Harvester Performance Center, opened in April 2014, has become an influential economic driver for entertainment, arts, and culture in Rocky Mount, drawing over 50,000 visitors from the region and beyond. As of September 2015, the economic spin-offs of the facility have been substantial for area businesses, pumping over \$3 Million into the local economy. Rocky Mount has become a destination. New businesses, restaurants, and a bed and breakfast have opened. Vacant or neglected properties are seeing investment.

Rocky Mount has an active retail merchants association (Franklin County Retail Merchants Association) which manages the farmers market and hosts several festivals and events. At one time, downtown Rocky Mount was a designated Virginia Main Street Community, a network of communities that use a

national preservation-based economic and community development program to revitalize historic commercial districts.

Challenges and Opportunities:

Even with the close proximity of downtown and uptown, the two areas are disconnected because of the change in topography and the differing business activities. Community improvements in both uptown and downtown over the past twenty years (sidewalks, crosswalks, landscaping, and decorative streetlights and fixtures) have helped the physical infrastructure of the business district; however the linkage between uptown and downtown (via West Court Street) continues to be a challenge. In addition, much of the land between downtown and uptown remains either vacant or underutilized in pavement and parking. With limited business activity between the two business centers, there is little reason to want to take the elevated walk from downtown to uptown. Some type of mixed-use development destination in this area could be very beneficial to both uptown and downtown (e.g. hotel, retail and market-rate residential). Perhaps a development that recognizes the history of the Warren Street Community and incorporates both business and residential uses in an attractive, well-designed complex could be a good fit. One development option to consider may be a boutique hotel with supporting community amenities and complementary businesses. If planned in conjunction with the revitalization of the small commercial area on Warren Street, this could energize this part of downtown and boost development of uptown for expanded business (and residential) opportunities. The first step of updating the zoning ordinance to permit this type of



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Economy

development was taken in 2015; considering redevelopment options and recruiting a developer is the next logical step.

In addition to improved pedestrian and business linkage, a creative, consistent wayfinding system through the central business district is essential to successful business development. This can be done using signs, banners, and information kiosks.

Further consideration should be given to working with the Virginia Main Street Program as an affiliate member or for technical reference materials. The program has been very successful in other communities similar to Rocky Mount and offers valuable technical resources and networking for enhancing small, historic downtowns using economic, marketing, and architectural design methods.

Another major opportunity exists in downtown and uptown for upper-story residential development for quality loft apartments and condominiums. Residential options use the full building and provide 24-hour activity in the downtown which supports business development. In addition, potential developers can take advantage of historic tax credits to renovate buildings.

Also, there would be value in undertaking an updated study of the retail market conditions for Rocky Mount in order to better target additional business development opportunities. A 2004 Retail Market Assessment for Rocky Mount by Arnett Muldrow and Associates during downtown revitalization efforts found that there were additional downtown business opportunities for home furnishings, apparel, specialty foods, fine dining, outdoor outfitters and sporting goods, and antiques, gifts and crafts.

Finally, since 2014 the downtown economy has benefited substantially from the investment in the Harvester Performance Center. The community should continue to pursue additional initiatives that build upon the Arts and Culture District, the Harvester, the Farmers Market, and other downtown/uptown attractions. One example to pursue is an extended day music festival similar to others held in Southwest Virginia.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Economy

Opportunity Action Projects for Downtown and Uptown

A mixed-use development or boutique hotel on vacant and underutilized land on West Court Street could energize both Downtown and Uptown



An updated Retail Market Assessment would be beneficial in understanding business market opportunities and customer trade areas for Rocky Mount

A Retail Market Assessment for Rocky Mount, Virginia

FINAL REPORT

Prepared for the Town of Rocky Mount in partnership with
Franklin County Chamber of Commerce
Community Partnership for Revitalization
Franklin County Retail Merchants Association

Prepared by
Armed & Associates
10000 Old Dominion Blvd., Suite 200
Richmond, VA 23234
www.armedand.com
November 30, 2014



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Rocky Mount Today and Tomorrow: Economy

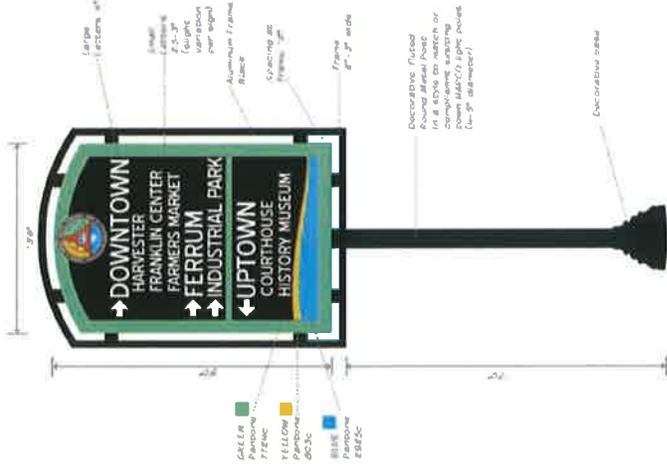
Opportunity Action Projects for Downtown and Uptown



The Virginia Main Street Program offers valuable networking and technical support for energizing small historic downtowns. Even if Rocky Mount is not designated officially as a Main Street Community, the program can strengthen downtown.

A wayfinding system in town can orient visitors and customers

SMALL TRAILBLAZER SIGN



MONUMENT SIGN



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

COMMERCIAL CORRIDORS

Existing Conditions:

North Main Street and U.S. Route 40 East (Tanyard Road) serve as primary gateway and business corridors into Rocky Mount. In the past several years, the U.S. Route 40 East corridor near U.S. Route 220 has been very successful in attracting new businesses. Recent development has included several large stores (Walmart, Kroger, Lowe's) and chain hotels and restaurants, as well as other chain businesses dependent on high traffic volumes. This boost in development to the east has affected businesses in the western portion of the corridor, which is visible in the loss and change of tenants in existing shopping centers on Tanyard Road. In comparison, North Main Street has experienced development for public and community services (police, fire, school, YMCA) and small restaurants, but not for larger business development, like the Route 40 corridor.

Challenges and Opportunities:

The gateway entrance corridors into Rocky Mount need physical enhancements to retain and attract new development. Both North Main Street and U.S. Route 40 consist of very wide expanses of pavement, multiple curb cuts, multiple signs, limited landscaping and few pedestrian accommodations. As development continues, the corridors can become cluttered and reduce business visibility and vitality. There are two planning approaches to proactively address these corridor development issues. One approach is to consider adopting additional zoning provisions for the commercial corridors that establish development standards for the street frontage (e.g., landscaping of large parking lots and next to the street). Additional

provisions for development along commercial corridors can be helpful in maintaining corridor consistency, attractiveness, and in managing stormwater runoff. Another approach would be to initiate additional public improvements along the entrance corridors to set an example and attract quality investment.

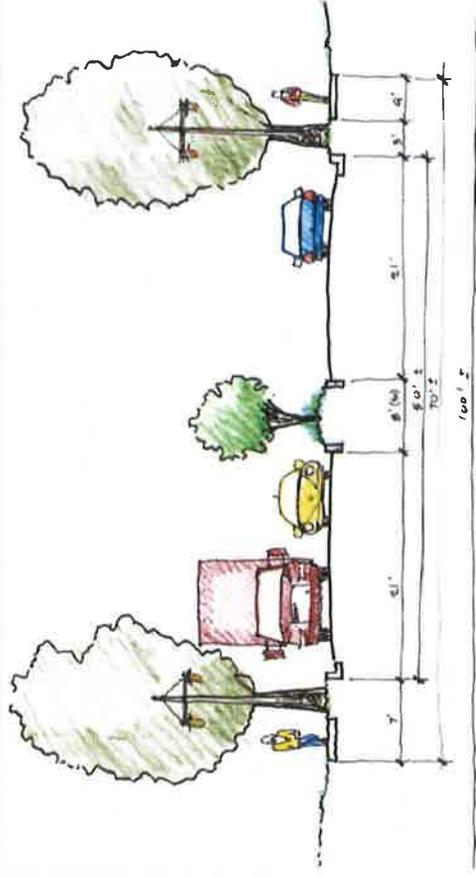
As part of this plan update, the consulting team studied both the North Main Street corridor and the U.S. Route 40 entrance corridors to identify potential opportunities for enhancement and future development. The team noted that the U.S. Route 40 corridor had much higher traffic counts than those in the North Main Street corridor (24,000 ADT and 9,000 ADT respectively in 2013). Thus, the U.S. Route 40 corridor developed with more restaurants, hotels and larger retail stores, while North Main Street catered to smaller businesses, sit-down restaurants, and offices. Although North Main Street does have additional development potential, there are challenges along the corridor that must be addressed for it to be competitive, including multiple residential properties, small lots, aging buildings, and older neighborhoods. However, additional gateway corridor improvements can jump-start development investment and enhance the corridors. These concepts for corridor improvements are shown on the following page.

The two shopping centers on Tanyard Road are important commercial anchors. Special efforts to enhance these two anchor centers could help improve their visibility and attractiveness for business, resulting in less tenant turnover and increased spin-off investment in neighboring properties. While this is a private development initiative, there may be an opportunity to work with property owners and assist them in improvements using a collaborative approach.



Rocky Mount Today and Tomorrow: Economy Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Economy



Opportunity Action Project Concept for North Main Street with Central Planted Median

Above: North Main Street has very wide pavement that dominates the views along the corridor. This encourages increased speed of traffic, reduces the visibility of businesses, and deters pedestrian activity. The corridor has existing plantings and sidewalk, but they are lost in the landscape.

Right: A central median with planting can make the corridor more inviting for business, visitors, and pedestrians, while accommodating four lanes for traffic.



*Opportunity Action Project
Concept for North Main Street with Central Planted Median*



Above: Additional corridor improvements could include a planted median, coordinated curb cuts, consolidated signage, street frontage and parking lot landscaping, crosswalks, decorative streetlights, and wayfinding.



Right: Example of Street with Planted Median and Four Lanes of Traffic



Rocky Mount Today and Tomorrow: Economy

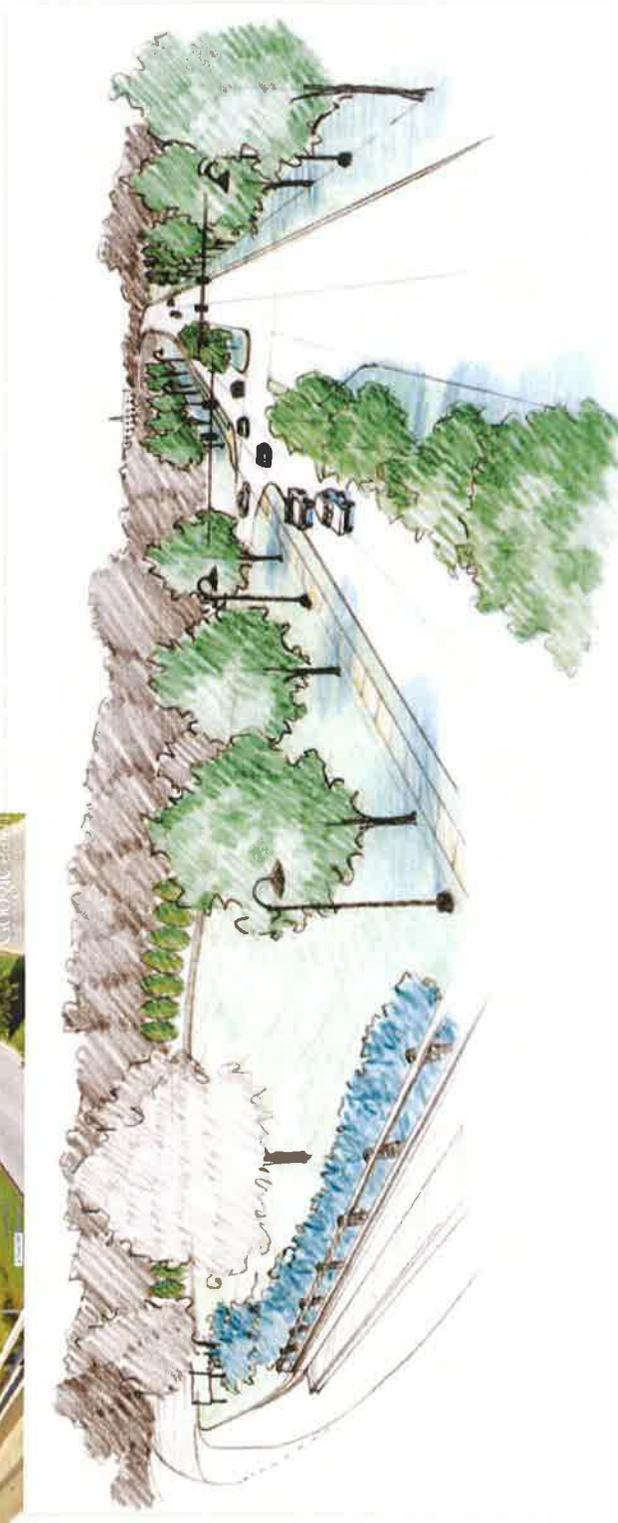
Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Opportunity Action Projects Gateway Entrance Enhancements to U.S. Route 220 and U.S. Route 40



U.S. Route 220 Interchange with Route 40 Looking West to Tanyard Road

Left: Existing Conditions, and Below: Potential Improvements.



Above: The existing entrance into Rocky Mount from U.S. Route 220 onto U.S. Route 40 lacks consistent and attractive signage and coordinated landscaping and street fixtures that invite visitors into town. The gateway could be enhanced with landscaping, consolidated signage and wayfinding system, and decorative lighting leading to downtown.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

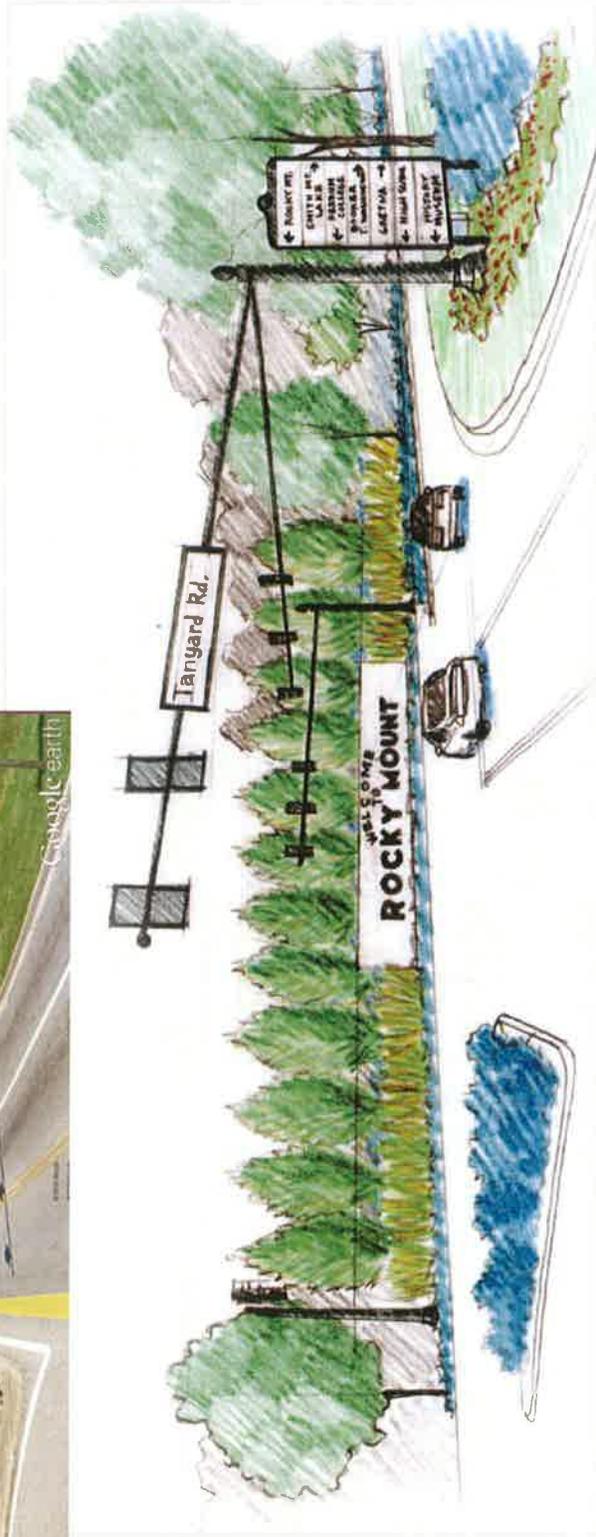
Rocky Mount Today and Tomorrow: Economy

Opportunity Action Projects Gateway Entrance Enhancements to U.S. Route 220 and U.S. Route 40



U.S. Route 220 Exit Intersection with Route 40

Left: Existing Conditions, and Below: Potential Improvements



Above: Visitors entering Rocky Mount from U.S. Route 220 onto Route 40 receive their first impression of Rocky Mount. The existing view is an irregular vacant, graced lot with multiple signs of varying sizes, colors and information. A new town sign, landscaping and a consolidated, consistent wayfinding system could be very beneficial in welcoming the public and providing information.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

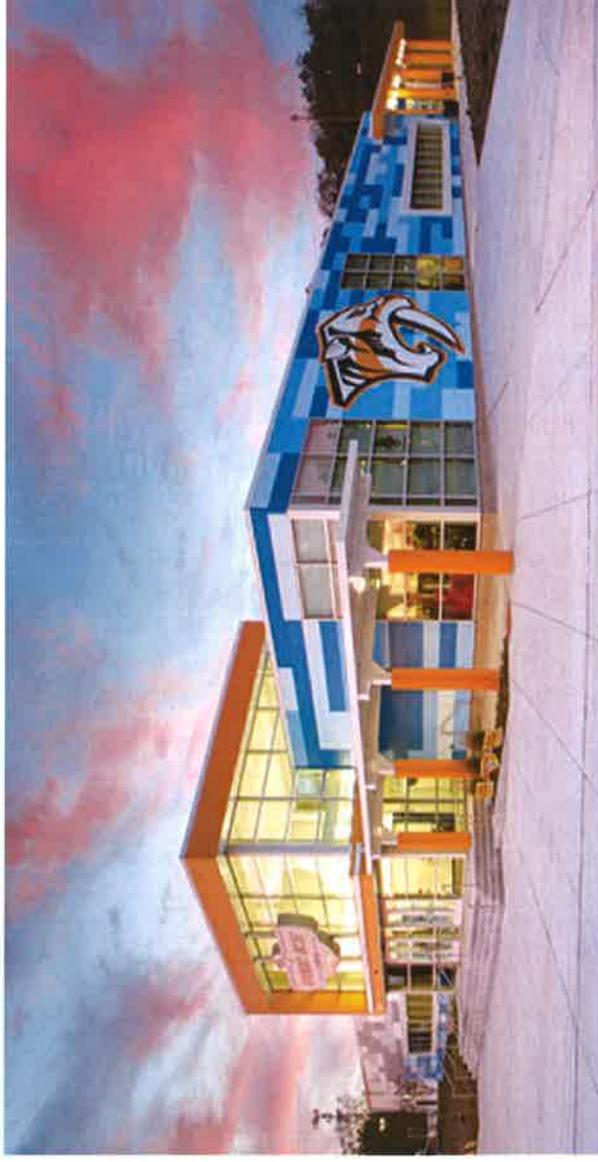
Rocky Mount Today and Tomorrow: Economy

Shopping centers are corridor commercial anchors. Over time, aging buildings may show deterioration and result in frequently changing tenants. One means of encouraging continued commercial investment is to work with property owners to consider upgrades and alternative business uses. Property owners may need guidance and assistance in upgrading building facades, landscaping, improved signage and lighting.

Many older shopping centers have been redeveloped successfully for mixed community and business uses.

In Rocky Mount and the region, outdoor recreation is a growing market. Young adults are drawn to specialty businesses and interesting activities. A collaborative approach could be successful in addressing activities for youth and expanding business and recreation opportunities. The example on the right is a revitalized shopping mall in Tennessee that has been refurbished for a hockey arena, community center and other supporting uses. Something similar to this approach – a business recreation cluster – could be an opportunity to explore.

Opportunity Action Project *Collaborative Business Redevelopment of Shopping Center* *Business Recreation Cluster*



Example: Revitalized Global Mall at the Crossings, Davidson County, TN for hockey arena, community center, park, and library. Source: Building + Construction Magazine March 2015.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Economy

INDUSTRY

Existing Conditions:

Rocky Mount has a strong industrial base that is centrally located within town boundaries with excellent access to primary highways and railroad access. Facilities include Franklin County-Rocky Mount Industrial Park and adjacent Cox Property, Rocky Mount Office and Technology Park, and large sites (both vacant and with industrial buildings) that could be developed for a large facility. In addition, the Franklin County Commerce Center on U.S. Route 220 provides other opportunities.

In addition to industrial facilities, the Franklin Center for Advanced Learning and Enterprise in downtown Rocky Mount assists in providing regional workforce development training and serves as a satellite location for the West Piedmont Small Business Development Center.

Information from the Virginia Employment Commission on employment as of September 2014 is shown on the next two pages. Many of the top fifty employers in Franklin County are in the Town of Rocky Mount. The top five major industry sectors for employment were government, manufacturing, retail trade, health care and construction. Long-term projections by the Virginia Employment Commission for industry and occupation employment in Western Virginia by 2022, show growth in the following industries: construction (26%), health care and social assistance (20%), educational services (14%), and arts, entertainment and recreation (14%). Occupational growth is expected in personal care and service occupations (28%), community and social service occupations (22%), computer and

mathematical occupations (20%), protective service occupations (17%), legal occupations (16%), and education, training and library occupations (15%).

Challenges and Opportunities:

Until December 2013, the town had a designated Virginia Enterprise Zone which assisted industrial development and job creation efforts in economically distressed areas using state grant incentives. Virginia Department of Housing and Community Development (DHCD) amended the program and the town is no longer eligible for the designation. (The program designates up to thirty zones across the Commonwealth for a twenty-year term on a competitive basis; towns are not individually eligible and must be included as part of a county.) Even though Rocky Mount is not eligible independently, the Virginia Enterprise Zone Program is successful as an economic development tool and it should remain on the community radar screen for any changes and partnering opportunities with Franklin County.

Since 2008, the Town and County have collaborated on expansion of the Franklin County-Rocky Mount Industrial Park to include 49-acres (Cox property) for future industrial development with premier rail access. Although a tenant has not been recruited, substantial physical infrastructure improvements have been made to the site. Additional site preparation may be needed in the future to meet specific tenant needs. In addition, industrial incentives could be considered to recruit business or improvements using an Industrial Overlay District.



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Rocky Mount Today and Tomorrow: Economy

Franklin County

Top 50 Employers in Franklin County 2014

Economic Profile

50 Largest Employers

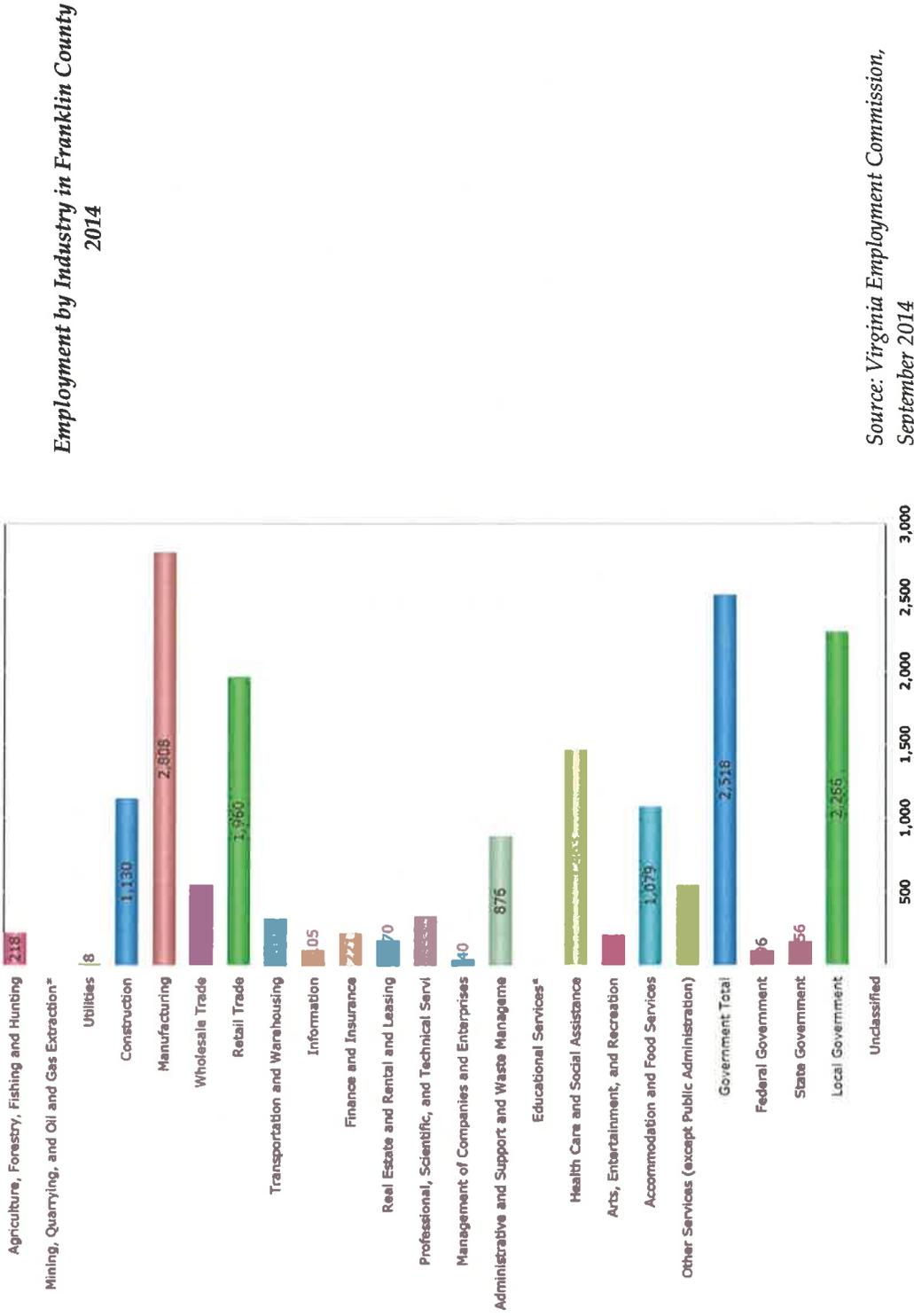
- | | |
|--|--|
| 1. Franklin County School Board | 26. Cundiff Trucking Inc |
| 2. PlyGam | 27. Newbold Corporation |
| 3. County of Franklin | 28. Redwood Minute Market |
| 4. Ferrum College | 29. American Manpower Technology |
| 5. Trinity Packaging Corporation | 30. Procon Inc |
| 6. Franklin Memorial Hospital | 31. Town of Rocky Mount |
| 7. Kroger | 32. Shively Electrical Compan Inc |
| 8. Wal Mart | 33. Feruson Land & Lumber Company |
| 9. Workforce Unlimited LLC | 34. Virginia Home Furnishings Inc |
| 10. McAirhalds Inc | 35. Goodwill Industries of the Valleys |
| 11. Empire Food Brokers of Oh Inc | 36. Ameristaff |
| 12. Dairy Queen | 37. Step, Inc. |
| 13. Willard Construction of Roanoke Valley | 38. Jamison Electric Company |
| 14. The Uttermost Company | 39. 4 Lads LLC |
| 15. Warsaw Health Care Center | 40. Homestead Creamery Inc |
| 16. Ronile | 41. VDOT |
| 17. Innovative Shared Service | 42. Price Buildings Inc |
| 18. Trinity Mission of Rocky Mount | 43. Seven Oaks Landscape & Ha |
| 19. Lowes' Home Centers, Inc. | 44. Smith Mountain Lake 4H Center |
| 20. Fleetwood Homes Inc | 45. Carilion Emergency Services Inc |
| 21. YMCA | 46. Lincoln Harris LLC |
| 22. Carilion Healthcare | 47. Pinehurst Services LLC |
| 23. Postal Service | 48. PTI |
| 24. McDonald's | 49. Capps Home Building Ctr Inc |
| 25. ABH Staffing | 50. Food Lion |

Source: Virginia Employment Commission, Quarterly Census of Employment and Wages, 3rd Quarter 2014



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Rocky Mount Today and Tomorrow: Economy



Total: 14,930



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Economy

Much of the industry in Rocky Mount has developed in the center of town adjacent to the railroad. Over the years, the industrial core has grown further north, expanding onto undeveloped land. In the future, the Town (and the County) could consider acquisition or improvement of underutilized and vacant properties adjacent to this industrial area to assist in the management and assembly of quality industrial land.

Rocky Mount has been successful in retaining and attracting cluster industries related to building and construction; forestry and wood products; agribusiness, food processing and technology; and advanced manufacturing. All of these sector industries offer opportunities for growth. In addition, tourism, culture and recreation offer potential for the future. A more detailed economic study for the region would be beneficial in planning for and recruiting cluster sector industries that can complement and influence the region's economic vitality. The 2014 *West Piedmont Comprehensive Economic Development Strategy* and the 2014 *Roanoke Valley - Alleghany Comprehensive Regional Economic Development Strategy* provide a quality analysis of conditions and outline for priority economic development projects, but do not include an in-depth economic analysis of growing industrial sectors that could benefit the region. These CEDS plans are prepared annually by the Planning District Commissions; future plans should consider including a more informed analysis to help Rocky Mount and Franklin County understand and recruit growing industries in the future.

Rocky Mount does not have access to a natural gas. This has been a deficiency and a significant factor in attracting industrial clients who need a reliable, cost-efficient energy source for operations and production. The Town should continue to work

with natural gas providers in the region and pursue extension of service lines to Rocky Mount.

Virginia Enterprise Zones

Although the Town of Rocky Mount is no longer eligible for the Virginia Enterprise Zone Program as of 2015, there may be a future opportunity to partner with Franklin County for designation.

Opportunity Action Projects for Industrial Development

Comprehensive Economic Development Strategy

Future updates to the regional CEDS plan by the Planning District Commission should include study of opportunities for expanded industry clusters.

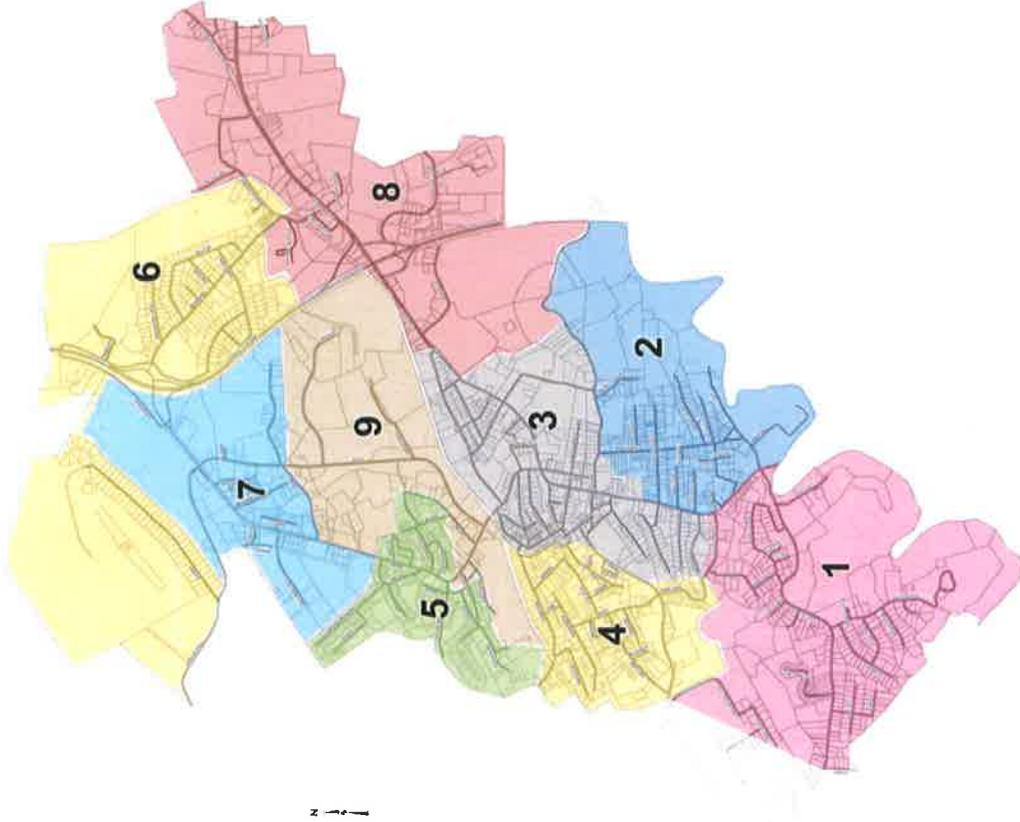


Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Economy

Opportunity Action Projects for Industrial Development

Area 9 represents most of the industrial land uses in the Town of Rocky Mount. To provide for continued economic vitality of the industrial base, underutilized and vacant land in this area could be considered for acquisition and improvement. This will assist in redevelopment and in managing and assembling land for quality economic development. An Industrial Overlay District could be considered to provide supplemental incentives for new business or reinvestment by existing business within the district.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Public Facilities / Services

TOURISM

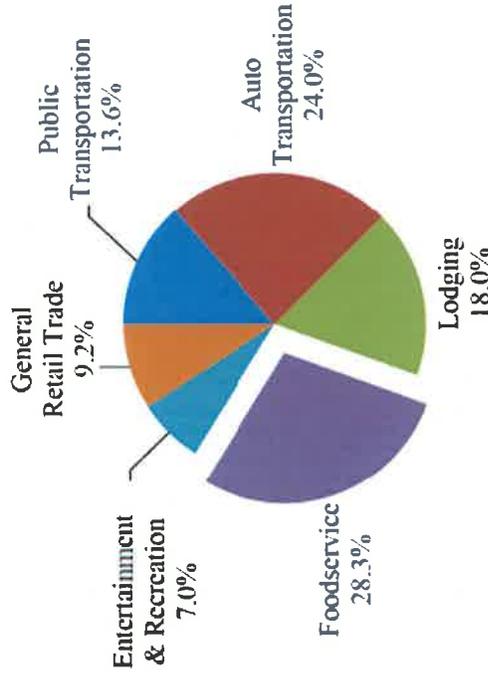
Existing Conditions:

Some relevant findings of a 2014 study by the U.S. Travel Association for the Virginia Tourism Corporation, *Economic Impact of Domestic Travel on Virginia Counties, 2013* were:

- Domestic travelers spent \$21.5 billion on transportation, lodging, food, amusement and recreation, as well as retail shopping in Virginia in 2013, a 1.4 percent increase from 2012. (Domestic and international travel spending in the U.S. totaled \$887.9 billion.)
- Food services, auto transportation, and lodging were the top three spending categories.
- Travelers spent more than \$1.5 billion on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other entertainment and recreation services.
- Domestic travel in Virginia directly supported 213,000 jobs, including full-time and seasonal/part-time positions.
- Specifically in Franklin County, travelers spent \$96.6 Million which was responsible for employment of 1,193 persons, \$3.6 Million in state sales tax receipts and \$2.8 Million in local tax receipts.

In Rocky Mount, tourism has increased substantially with the opening of the Harvester Performance Center in April 2014 and there has been increased consumer spending and generated tax revenue. As of September 2015, the fiscal impact was approximately \$3 Million in increased sales and business activity. Of this, about \$1.3 Million was attributed to food sales and \$110,000 was in direct tax revenue.

Domestic Travel Expenditures in Virginia by Industry Sector - 2013



Source: Virginia Tourism Corporation, *Economic Impact of Domestic Travel on Virginia Counties, 2013*

Challenges and Opportunities:

Rocky Mount has a unique opportunity to capitalize on the success of the Harvester and also the moonshine heritage of Franklin County. There are opportunities, too, to increase economic impacts through outdoor recreation (trails, blueways, biking, etc.). Increased events and complementary facilities will attract more visitors and new businesses to Rocky Mount and strengthen existing businesses. Expanded market research can identify additional tourism opportunities. Adoption of Virginia Tourism Zones can provide beneficial business incentives.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Public Facilities / Services

Public Facilities and Services

PUBLIC SAFETY

Existing Conditions:

Police

Rocky Mount operates a staffed police department located in the Public Safety Building on North Main Street. The department has approximately twenty sworn officers and a K-9 unit with patrol and enforcement duties within the corporate limits. It operates within standards established by the Virginia Department of Criminal Justice, which provides oversight and management of training and regulations for the criminal justice community in public safety and homeland security.

The Rocky Mount Police Department invests in extensive police officer training for new officers (up to twenty weeks of training) and in continued specialized, technical training for existing officers. The department assists other law enforcement agencies with various safety, crime prevention and intervention programs and participates in a regional Special Weapons and Tactics Team (SWAT) with the Franklin County Sheriff's Office.

The department places special emphasis on community-oriented policing and encourages officers to become involved in community activities and building relationships with neighborhood residents, businesses, and schools. As part of this community outreach, the police have assigned officers who work regularly at the high school and the middle school.

Fire

Since its inception in the early 1900s as a bucket brigade, community volunteers have staffed the Rocky Mount Fire Department. In 1929, Town Council provided the department with its first piece of equipment, a SeaGrave Fire Truck. At present, the department consists of up to 35 volunteer members (25 active volunteers in 2014). The department operates from two stations (North Main Street and Floyd Street in the Old Municipal Building) to provide fire and emergency services within the corporate limits and within a first response, five-mile service area of Franklin County under a mutual aid agreement.

The department responds to approximately 400-450 calls annually and has an ISO rating of 4. (Insurance Service Office ratings are on scale of 1-10 with a rating of 1 being the best. A community's rating is based on emergency communication systems; fire equipment, staffing and response; water supply; and fire prevention and education programs.)

Fire department officers receive monthly stipends for management and operational duties and volunteers receive a stipend for each emergency call answered. All volunteers must live within the service district and maintain state certification and training (during leisure time). Basic training consists of approximately 160 hours of classroom training and 30 hours of hazardous materials training; this does not include continued education for special emergency training.

Rescue

The Franklin County Rescue Squad on West Court Street provides emergency medical response services to residents.



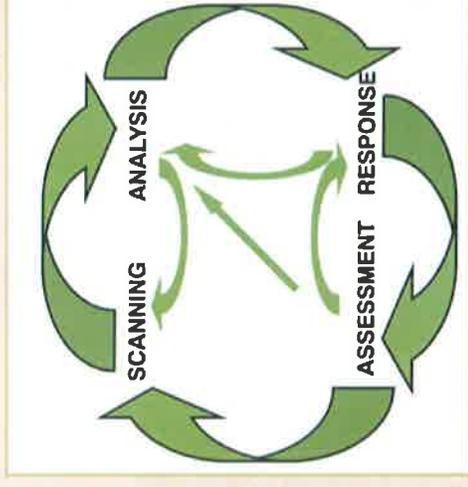
Challenges and Opportunities:

Police

Future goals for police activities include an expanded K-9 unit and implementation of expanded community-oriented policing using the Scanning Analysis Response and Assessment Model (SARA). This model has been employed successfully regionally and nationwide to engage and revitalize neighborhoods using collaborative action, community watches, partnered stakeholders, and preventive measures to address problems and build community trust and safety. As part of this expanded public safety outreach, the department desires to devote additional personnel time to working in the elementary schools. Expansion of these programs and staffing will need reorganized or additional facility space at the Public Safety Building, and upgrades to the firing range. Increased ability to track data using GIS and more media communication regarding police outreach efforts will be beneficial to operations.

Fire

Training for volunteers requires personal time commitment and is a challenge in retaining members. Many volunteers use the experience as a stepping-stone to paid positions. However, at present volunteer fire operations are working for Rocky Mount. The department continues to find effective ways to retain and recruit volunteers. In 2015, the department pursued a FEMA grant for a new fire engine and expects to replace it in 2016. Additional grants may be solicited to enhance service needs. In addition, with 2014 improvements to the County public service radio system, police and fire radio systems need upgrades for communication compatibility.



**Opportunity Action Project
SARA Problem-Oriented Policing Model**

Nationwide, police departments use the SARA model for effective community policing to solve problems and reduce criminal activity. The process uses “scanning” to identify and prioritize problems; “analysis” to research conditions, inventory best practices, and identify resources; “response” to define activities for intervention; and “assessment” to check and measure the effectiveness of strategies in resolving the problem. Rocky Mount can expand its community oriented policing approaches to include this model to revitalizes neighborhoods and to proactively and effectively address community problems related to criminal activities.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Public Facilities / Services

PUBLIC WORKS AND UTILITIES

Existing Conditions:

The Rocky Mount Public Works Department manages and maintains public utilities (water and wastewater), local streets, sidewalks, streetlights, public buildings and grounds, community parks, and the town cemetery. In addition, the department is responsible for refuse collection.

Rocky Mount has an active Beautification and Urban Design (BUD) Commission that works with the Virginia Department of Transportation on various gateway and town beautification projects. The commission also recruits private sponsors for beautification projects.

Water

The town operates a Class II, 2.0 MGD water treatment plant (constructed in 1981) that draws water from the Blackwater River approximately two miles north of the Town limits near U.S. Route 220. The safe water yield of the facility is 1.6 MGD. As of 2015, plant production was at approximately 1 MGD. Water service lines extend throughout Rocky Mount (and also, into Franklin County) and range from two to 24 inches in size.

The water department also maintains five water storage tanks that have a storage capacity of up to 2.8 million gallons. These are located on U.S. Route 220 North and South, Scuffling Hill Road, Bald Knob, and Grassy Hill. The most recent tank on Grassy Hill provides the Franklin County-Rocky Mount Industrial Park with a high-pressure water source and a capacity of 500,000 gallons. Two old tanks on Pendleton Avenue were removed in 2015.

In recent years, the Town and the County have collaborated with the Western Virginia Water Authority to expand regional water service via a line extension along U.S. Route 220 from Wirtz Road. A joint agreement reached in 2014 (and effective for 30 years) enables extension of the water line and will allow water to pass through the town water and wastewater systems in exchange for increased water capacity (up to 500,000 GPD) and expanded service areas.

New "touch-read" radio water meter readers are installed in the northeastern portion of Rocky Mount; other areas are read manually.

A facility study completed in 2004 by Draper Aden & Associates recommended various improvements for the plant to maintain Virginia Department of Health requirements. Over the years, the Town has undertaken various recommended capital improvements to upgrade the plant.

Wastewater

In addition, the town operates a Class 1, 2.0 MGD wastewater treatment facility located on Power Dam Road with a discharge to the Pigg River, approximately one mile east of the town limits. The plant was constructed in 1995 and can be expanded to 4 MGD. As of 2015, plant treatment was at approximately 1 MGD. Distribution lines extend throughout Rocky Mount and include six pump stations at Green Oaks Drive, Trail Drive, U.S. Route 220, Powder Mill Road, Altice Mill Road and U.S. Route 122. Over the years, the Town has undertaken various capital improvements to upgrade wastewater treatment plant equipment and controls.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Public Facilities / Services

There are plans for a new wastewater force main on U.S. Route 220 at Wirtz Road in Franklin County to Rocky Mount in the future in conjunction with the 2014 joint agreement with the Western Virginia Water Authority and Franklin County. In exchange for increased water capacity, the Town has agreed to provide up to 800,000 GPD of wastewater treatment capacity. In addition, the agreement includes extension of gravity wastewater lines into Franklin County.

Solid Waste

Rocky Mount uses a regional landfill and provides residential trash collection to residents.

Franklin County operates a regional landfill off U.S. Route 220 on a 425-acre parcel (Franklin County Recreational Park). As of 2015, there were two permitted landfill sites occurring on the property. One 50-acre landfill is on the west side of the North Fork of Chestnut Creek and will be at capacity by 2017. The second landfill consists of 45 acres and is on the east side of the North Fork of Chestnut Creek. The first cell of this six-cell landfill has been in operation since August 2013 and has a projected life span of 40-45 years.

Recycling is available to County or Town residents at bulk collection centers or from private recycling operators.

Other Public Utilities

Appalachian Power Company furnishes electricity to Rocky Mount.

Roanoke Gas furnishes natural gas to the Roanoke Region and has a line along U.S. Route 220 to Wirtz Road in Franklin County, but does not have a service line to Rocky Mount.

Century Link, Shentel, and B2X, as well as others provide internet services to residents and small businesses. As part of the Regional Backbone Initiative for Southern Virginia, a broadband fiber-optic network (Mid-Atlantic Broadband Communities Corporation) was extended to Rocky Mount and Franklin County along U.S. Route 220 to serve industrial clients, including the Franklin County-Rocky Mount Industrial Park.

Challenges and Opportunities:

Water and wastewater lines in Rocky Mount are aging, particularly in some of the older parts of town with terra cotta lines. An inventory of lines and replacement priorities will be beneficial in managing replacement of the infrastructure and addressing any fire flow issues.

In addition, plant upgrades to both water and wastewater treatment plants will be needed in the future. At present, facilities are operating at approximately fifty percent of capacity. Past engineering studies have identified physical improvements for repair and upgrades that have been undertaken as the capital budget allows. As growth continues and utility lines extended for new development, additional capacity will be required. Proactive planning for facility improvements and upgrades is essential to providing for and managing the continued growth and prosperity of Rocky Mount. A Utility Master Plan may be an important investment.

Stormwater management will need additional attention in the future with increasing regulatory requirements on stormwater management and discharges. As of 2015, the Franklin County Stormwater Management Ordinance guides development within the Town of Rocky Mount. Large paved surfaces from



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Public Facilities / Services

parking lots (retail, churches, public facilities, etc.) create increased runoff and pollutants. Consideration should be given to implementing green stormwater management options (rain gardens, natural swales, landscaping, permeable pavement, etc.) in new development to minimize impacts and assist in natural control of stormwater. Increasing development in the Franklin Heights community continues to raise stormwater management issues that need a comprehensive approach in resolving runoff and flooding during rain events.

Upgrading additional water meters for digital technology can reduce labor requirements and improve reading accuracy. The Capital Improvement Plan should include provisions for phased upgrades.

Continued expansion of internet and broadband communication technologies in the region can enhance community life and offer new opportunities for business development, especially with expanded access to fiber-optic networks.

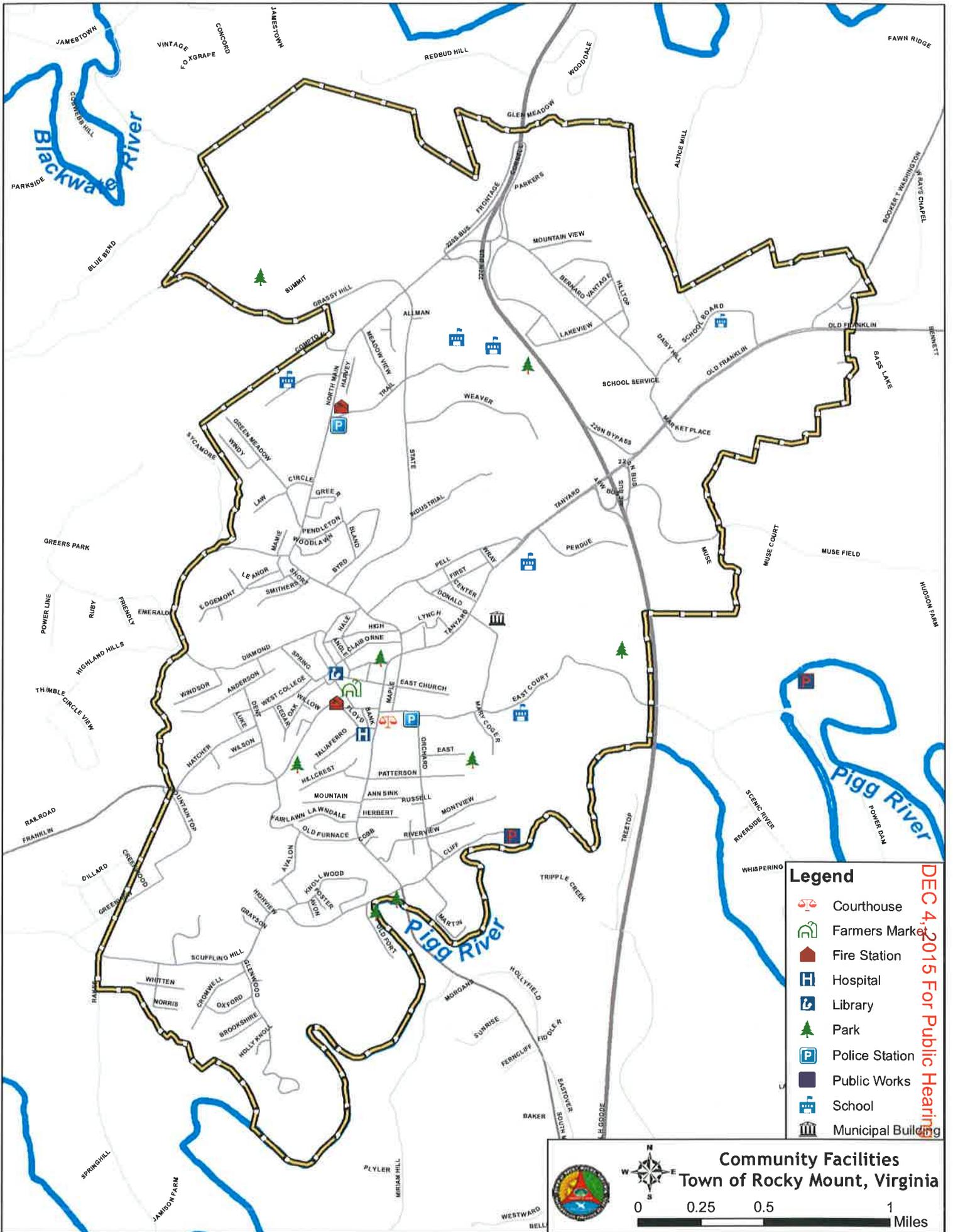
Opportunity Action Project Master Plans for Public Facilities

Master Plans can inventory and proactively plan for future needs and upgrades to public facilities. They are used to inform capital improvement programs and ensure capacity to accommodate growth.

Rocky Mount can benefit from an updated Master Plan for Water and Wastewater Facilities.

A new Parks and Recreation Facilities Master Plan can provide great insight for existing conditions, and needs for recreational programming and facilities.





- Legend**
- Courthouse
 - Farmers Market
 - Fire Station
 - Hospital
 - Library
 - Park
 - Police Station
 - Public Works
 - School
 - Municipal Building

**Community Facilities
Town of Rocky Mount, Virginia**

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Miles

DEC 4, 2015 For Public Hearing

Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Public Facilities / Services

TRANSPORTATION

Existing Conditions:

Transportation Network and Planning

U.S. Route 220 and U.S. Route 40 are the primary arterial highways serving Rocky Mount and Franklin County.

The Virginia Department of Transportation (VDOT) Six-Year Improvement Program provides short-term recommendations for transportation improvements. One important road improvement project was widening of the bridge and intersection at South Main Street and Scuffling Hill Road. This project was completed in 2014. The 2015-2020 Six-Year Program for the Salem Transportation District includes an additional improvement project for Rocky Mount:

- Realignment of Intersection of U.S. Route 220 and Route 40 at North Main Street, Pell Avenue and Franklin Street. Engineering is underway, with right-of-way acquisition and construction anticipated by 2019.

Long-range transportation planning for the Town of Rocky Mount is part of the 2035 *Rural Long-Range Transportation Plan* developed by the West Piedmont Planning District Commission. This plan provides an overview of roadway system deficiencies (safety, operations/maintenance, and capacity) and recommended improvements for the short and long-term. The highest priority projects in the Transportation Plan are:

- U.S. Route 220 and 40 Business at Pell Avenue and Franklin Street – intersection realignment to improve traffic flow, reduce congestion and improve safety; and

- U.S. Route 40 West at Floyd Avenue – intersection improvements to improve traffic flow.

In addition to these improvements identified in the adopted plan, landscaping and safety enhancements on North Main Street and to the Route 220/Route 40 gateway entrance into Rocky Mount are important to economic growth.

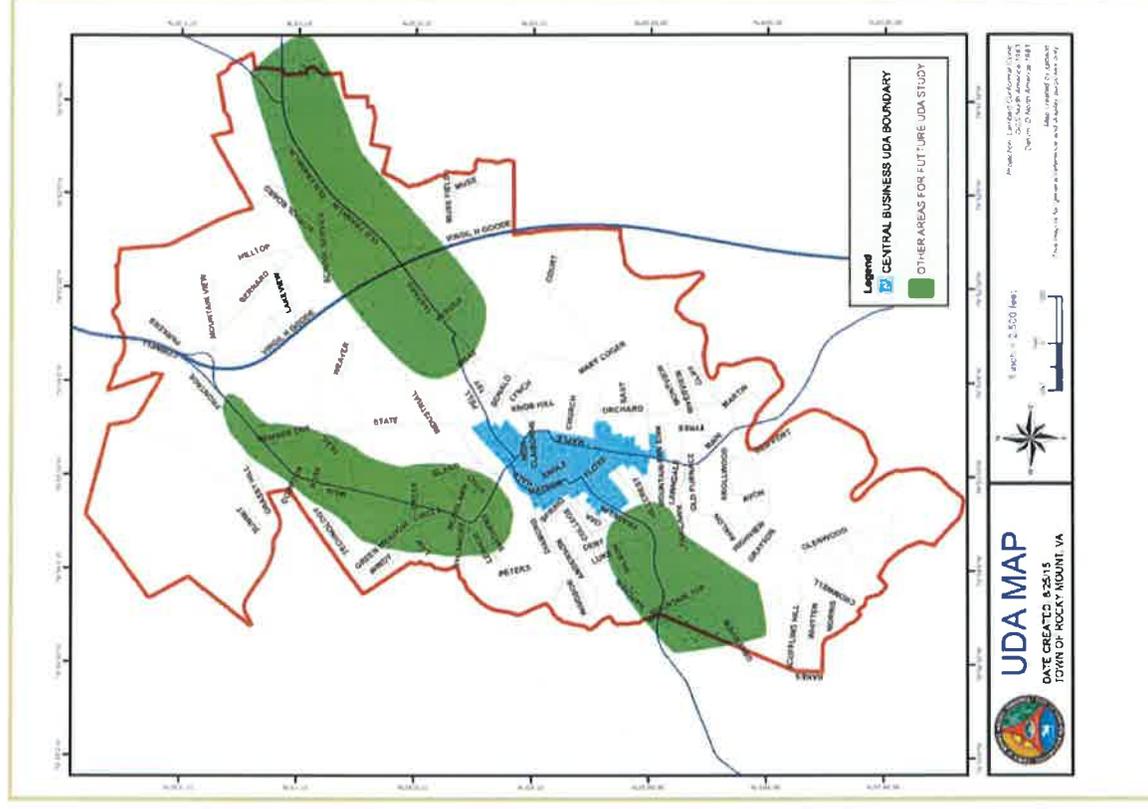
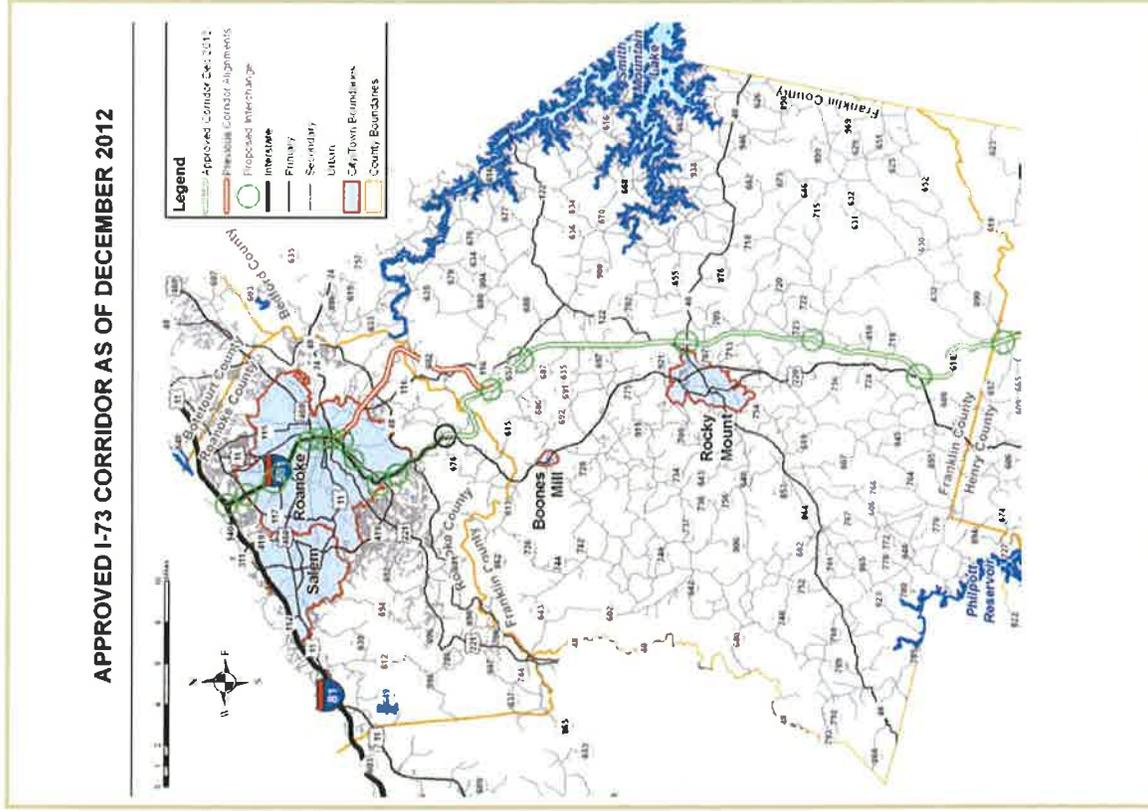
As of 2015, I-73 continues to be pursued as a new transportation corridor in the region. If funded, the proposed alignment is east of Rocky Mount near Route 40 and the Redwood Community. (See Map of Approved Corridor on next page).

In September 2015, the Town adopted an Urban Development Area which encompasses the Central Business District, an area with mixed-use, dense development and available public infrastructure to accommodate new development. This UDA will assist the Town in receiving preferred funding for transportation projects. Two other areas were identified for further study as urban development areas – North Main Street and US Route 40 East.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Public Facilities / Services



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Public Facilities / Services

Alternative Transportation

Rocky Mount has sidewalks in the central business district and continues to expand sidewalks in other commercial corridors for pedestrian safety.

There are no designated bike lanes or bike routes in Rocky Mount.

In recent years, several off-road trails have been developed, primarily for recreational purposes or linkage to nearby schools. As of 2015 these trails include the Pigg River Heritage Trail near Lynch and Veterans Parks, Oaks at Rakes Tavern Trail near Scuffling Hill Road, Gilley's Park Trail at Benjamin Franklin Middle School, Grassy Hill Trail off of North Main Street, YMCA Loop Trail, and Bald Knob Trail at Franklin County High School.

Public Transportation

In Rocky Mount, public transportation options are:

- Ferrum Express (operated by Valley Metro in Roanoke) which offers transportation between Ferrum College, Rocky Mount and Roanoke on a Thursday, Friday, and Saturday schedule);
- Southern Area Agency on Aging which provides services to seniors in Counties of Franklin, Henry, Patrick, Pittsylvania, and Cities of Martinsville and Danville, Monday through Friday by appointment; and
- Ride Solutions (operated by the Roanoke Valley Alleghany Regional Planning District Commission) which coordinates regional opportunities for commuter ride sharing. Rocky Mount has a park and ride lot at the intersection of U.S. Route 220 and Route 40.

There are no public taxi services operating in Rocky Mount.

Rail

Norfolk Southern has active rail facilities (Crescent and Coal Corridors) within Rocky Mount that serve local industries. There continues to be discussion regarding expansion of the rail line to serve development in the Franklin County-Rocky Mount Industrial Park (specifically the former Cox property).



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Public Facilities / Services

Challenges and Opportunities:

Improvements to the transportation system for rural areas continue to be challenges because of limited state funding and competitive community needs. Consequently, every opportunity should be considered to enhance safety and operations using creative and alternative measures such as signage, traffic calming, reduced speeds, etc. With allocated state funding set aside for alternative, multi-modal transportation projects (bicycle, pedestrian, sidewalks to schools, rail, etc.), pursuing these kinds of projects for funding can strengthen public transportation systems and link citizens to community facilities, businesses, services and employers.

Improvements to rail access will be very beneficial to Rocky Mount, especially in terms of future industrial development. In addition, with the increased potential for rail service by Amtrak, there may be an opportunity to link into expanded customer rail service using the restored Rocky Mount Depot on Franklin Street adjacent to the railroad.

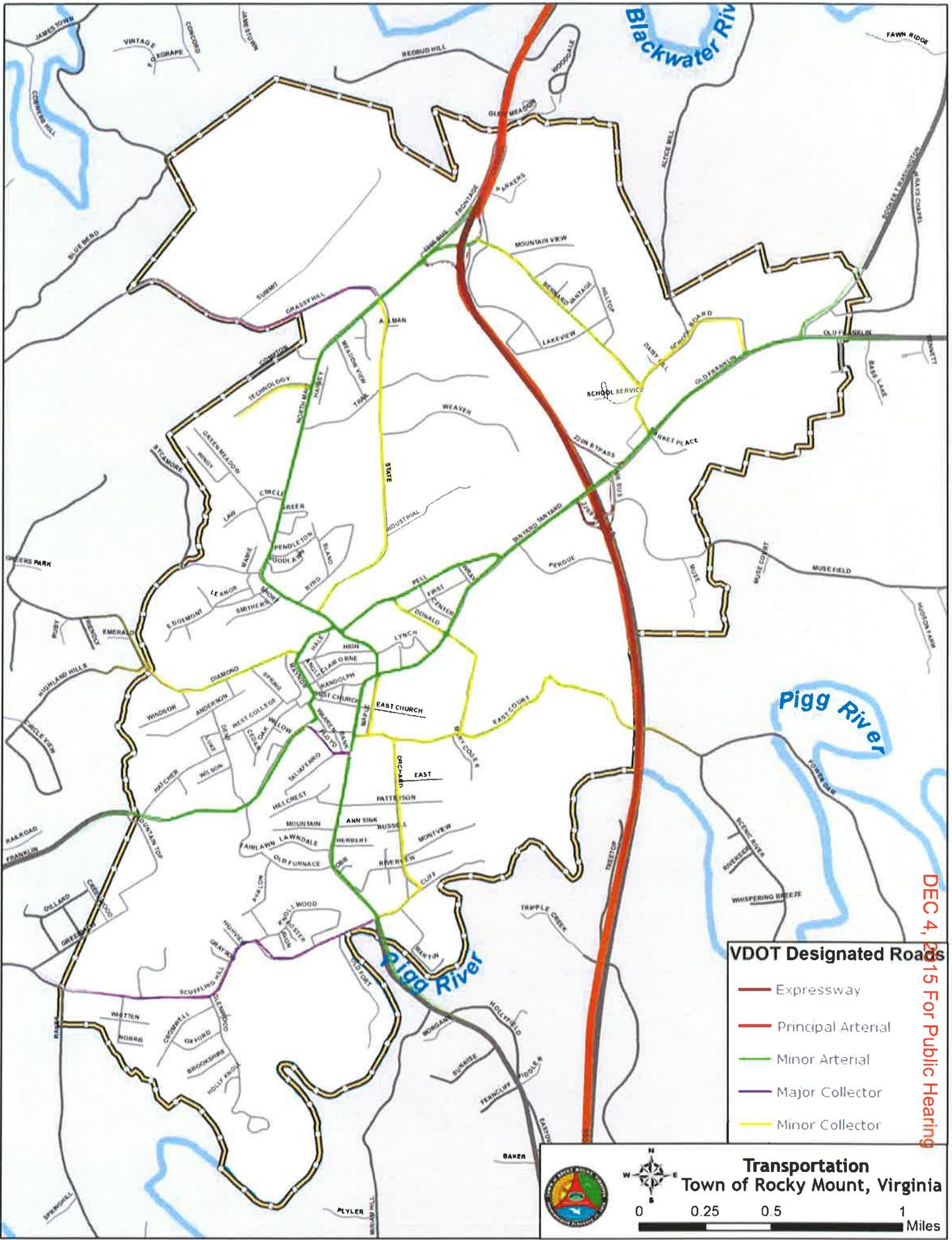
Reliable and convenient transportation options for residents without cars continue to be significant challenges. This is a regional issue and access needs improvement. Collaboration among multiple resource partners will be required. Continued improvements to the sidewalk network in Rocky Mount will be beneficial in improving access.

Opportunity Action Project Transportation Alternatives Options



There are many opportunities to enhance transportation in Rocky Mount, energize community activities, and enhance the quality of life for residents. Increased access to sidewalks, trails, and bicycle routes bring health and recreational benefits. In addition, they can link important business and community services, as well as invite tourism.

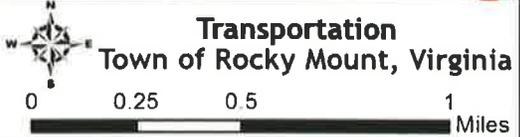




VDOT Designated Roads

- Expressway
- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector

**Transportation
Town of Rocky Mount, Virginia**



DEC 4, 2015 For Public Hearing

Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Public Facilities / Services

RECREATION

Existing Conditions:

While Rocky Mount has several parks within the town limits, it does not operate a parks and recreation program and does not have a dedicated budget for programmed activities and regular facility upgrades. Existing park facilities include:

- Mary Elizabeth Park (3 acres in central business district) – picnic pavilion and facilities, playground, tennis courts, open space
 - Mary Bethune Park (2.5 acres) – picnic pavilion and facilities, playground, open space, interpretive walk
 - Veterans Park (0.5 acre) – memorial, trail, benches
 - Vernon Lynch Park (6 acres) – playground, fishing, picnic facilities, canoe/kayak put-in on Figg River
 - Gilley's Park (7.5 acres) – fishing, walking, picnic facilities and pavilion
 - Celeste Park (6.6 acres) – undeveloped trails and natural areas, improved parking lot
 - Bald Knob Natural Area Preserve (75 acres) – natural area under the stewardship of the Virginia Department of Conservation and Recreation, Division of Natural Heritage.
 - Grassy Hill Natural Area Preserve (1,440 acres) – natural area under the stewardship of the Virginia Department of Conservation and Recreation, Division of Natural Heritage.
- A portion of the preserve lies in the Town; a majority of the acreage lies in Franklin County.

Other private recreational facilities include Lion's Field (1.5 acres), YMCA Community Park (17 acres), and Rocky Mount

Rotary Skate Park (2 acres). In addition, the five schools within the town limits host open space, recreational fields, game courts, gyms, and playground areas.

Franklin County offers a diverse recreational program available to town and county residents (over 650 acres of public land, trails, recreational fields, and a skate park). The County operates a community park at Smith Mountain Lake that offers a beach for swimming and other activities. The Grassy Hill Natural Area Preserve off of North Main Street has 6.6 miles of walking trails and a trailhead parking lot accessed from Technology Drive. The Virginia Department of Conservation and Recreation manages the natural area.

Smith Mountain Lake (33,000 acres and 500 miles of shoreline) and the Philpott Reservoir and Recreation Area (Corps of Engineers) are within thirty minutes of Rocky Mount, offering boating, fishing, swimming, camping, and picnic facilities.

The 2013 *Virginia Outdoors Plan* developed by the Virginia Department of Conservation and Recreation found that there was a strong public interest in increasing hiking trails and enhancing trail connectivity, including connections to regional water trails. In addition there was a strong interest in preserving scenic natural areas for conservation, especially in Franklin County. Regional priorities identified by the plan included hiking and biking trails, waterway trails, and scenic resource protection to increase the "blue-green infrastructure." Also, the plan noted that there was a need for a quantifiable economic study of the benefits of and opportunities for outdoor recreation and ecotourism in the region.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Public Facilities / Services

Challenges and Opportunities:

The parks in Rocky Mount are community assets that are worth investing in. They offer open space and recreational amenities to adjacent neighborhoods and to visitors. There is a great opportunity to increase connectivity between parks and promote the outdoors and the natural amenities of Rocky Mount. Outdoor recreation is a growing trend in the region that the Town can capitalize on.

Development of a Parks and Recreation Master Plan could provide a beneficial overview of existing facilities, an understanding of community and facility improvement needs, opportunities for growth/expansion or shared collaboration, and potential management options for operating a successful and profitable parks system. Also, increased marketing materials will help.

Information in the 2013 Virginia Outdoors Plan indicated that Rocky Mount spends approximately \$22 per capita on recreation, compared with \$16 per capita in Franklin County, \$63 per capita statewide, \$85 per capita in Martinsville and \$132 per capita in Danville. Trail connections to Franklin County Park Trails (e.g. Waid Park) can enhance recreational experiences. Further study of economic benefits and recreation could be very helpful in helping to understand and justify increased expenditures and economic outcomes.

The Pigg River is eligible as scenic river and offers an opportunity for expanded blueway activities such as canoeing, kayaking, outdoor amphitheatre, playground, picnic facilities, visitor center, and adjacent hiking trails. Previous studies with Franklin County for removing the power dam for a kayak park

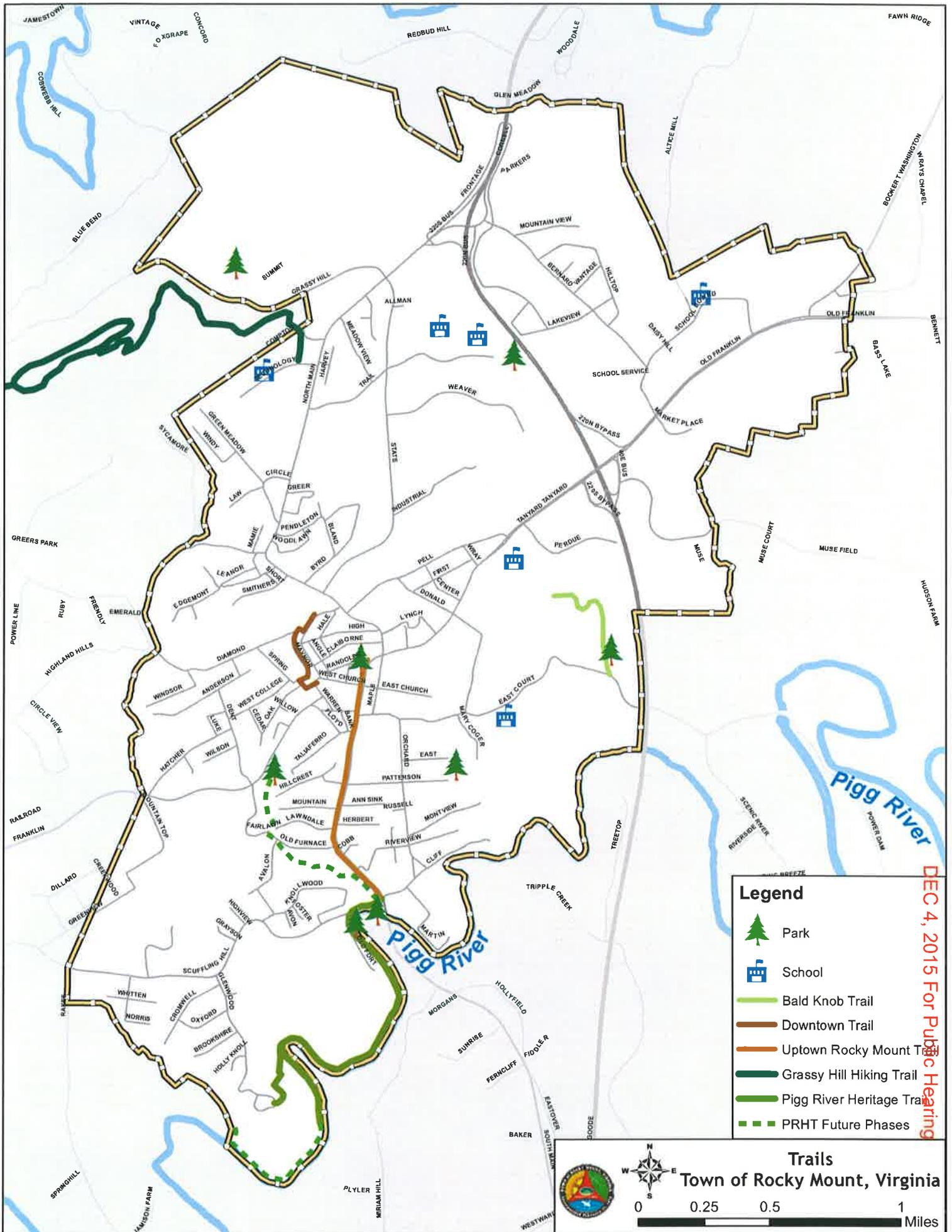
should be revisited and collaboration continued. This initiative could boost the outdoor recreation potential for the region and enhance economic development.

Opportunity Action Project Park and Recreation Master Plan

Master Plans can inventory and proactively plan for future needs and upgrades to public facilities. They are used to inform capital improvement programs and ensure capacity to accommodate growth.

A new Parks and Recreation Facilities Master Plan can provide great insight for existing conditions, and needs for recreational programming and facilities.





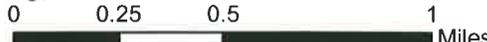
DEC 4, 2015 For Public Hearing

Legend

-  Park
-  School
-  Bald Knob Trail
-  Downtown Trail
-  Uptown Rocky Mount Trail
-  Grassy Hill Hiking Trail
-  Pigg River Heritage Trail
-  PRHT Future Phases

Trails
Town of Rocky Mount, Virginia





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Miles

Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Environment

Environment

NATURAL RESOURCES

Existing Conditions:

Natural forested and open lands surround Rocky Mount. Rural agricultural vistas are prominent in both the town and the county, creating a scenic environment. The natural environment is one of the valued qualities of Rocky Mount that contribute significantly to the life of residents.

Water / Rivers

Rocky Mount lies within the Roanoke River Basin Watershed (extends from Roanoke to Danville). The Blackwater River, a tributary to the Roanoke River, serves a primary water supply source with an intake north of Rocky Mount off of Route 122.

The Pigg River, considered worthy of designation as a scenic river, runs through town offering river access points and blueway opportunities.

Natural Areas

Two natural areas of special significance inside the limits of the Town of Rocky Mount are Bald Knob and Grassy Hill (which lies mostly in Franklin County). The Virginia Department of Conservation and Recreation identify both of these areas as Natural Heritage Areas. The agency owns and manages a network of recreational trails on Grassy Hill. Some of Bald Knob, the natural resource where Rocky Mount derived its name, is under private ownership; however, in 2015 the Virginia Department of Conservation and Recreation purchased some of the special natural land for conservation and the development of the Bald Knob Natural Area Preserve for public recreation.

Challenges and Opportunities:

Since the Blackwater River, a part of the Roanoke River Basin, serves as a public water supply source for Rocky Mount, maintenance of good water quality is important for the future. Increased upstream development and non-point source runoff continue to challenge the watershed. Consequently, protection of lands adjacent to river corridors and effective management of land development and discharges using best practices are all important efforts necessary to ensuring a safe and sufficient water supply for the long-term. Local community outreach on regional water quality issues and responsible land planning will assist in maintaining desired water quality standards.

Bald Knob has always been a natural asset for Rocky Mount and should continue to be valued for its natural and scenic features. Designating Bald Knob as a Natural Heritage Area and carefully working with Virginia Department of Conservation and Recreation on appropriate recreational uses (i.e. trails, interpretation, etc.) can be an outdoor recreation draw for Rocky Mount. Increased gateway connections here and in other areas will enhance recreation and advocate conservation.

Opportunity Action Project

Bald Knob Natural Area Preserve

Bald Knob is an important landmark and natural asset in Rocky Mount. Preservation and conservation actions can add to outdoor recreation



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Environment

HISTORIC RESOURCES

Existing Conditions:

Rocky Mount has multiple properties listed on the Virginia and National Register of Historic Places.

Downtown and Uptown are part of the *Rocky Mount National Register Historic District*. The district includes many prominent architectural buildings, including the Franklin County Courthouse (1909), Rocky Mount Municipal Building (1923), several churches, railroad depot, post office, cemetery, park, and multiple commercial buildings and residences. Orchard Avenue was added to the Rocky Mount Historic District in 2008 and includes residential houses built by persons making significant civic contributions to Rocky Mount.

Individual properties listed on the National Register include:

- *The Farm* – 18th Century domestic estate affiliated with Washington Iron Works. It is significant because of its association with antebellum charcoal iron industry in Virginia. The house served as the first courthouse in Franklin County.
- *Washington Iron Furnace* – The 1770 furnace is one of the oldest and best-preserved iron furnaces in Virginia. It is a landmark on the Pigg River Heritage Trail.
- *Woods Mead House* – Dating to about 1830, this vernacular and picturesque house is a landmark in Rocky Mount. It is on Mount Pleasant, one of the two main hills in town.
- *Greer House* – 1861 Greek Revival style home of Dr. Thomas Bailey Greer.

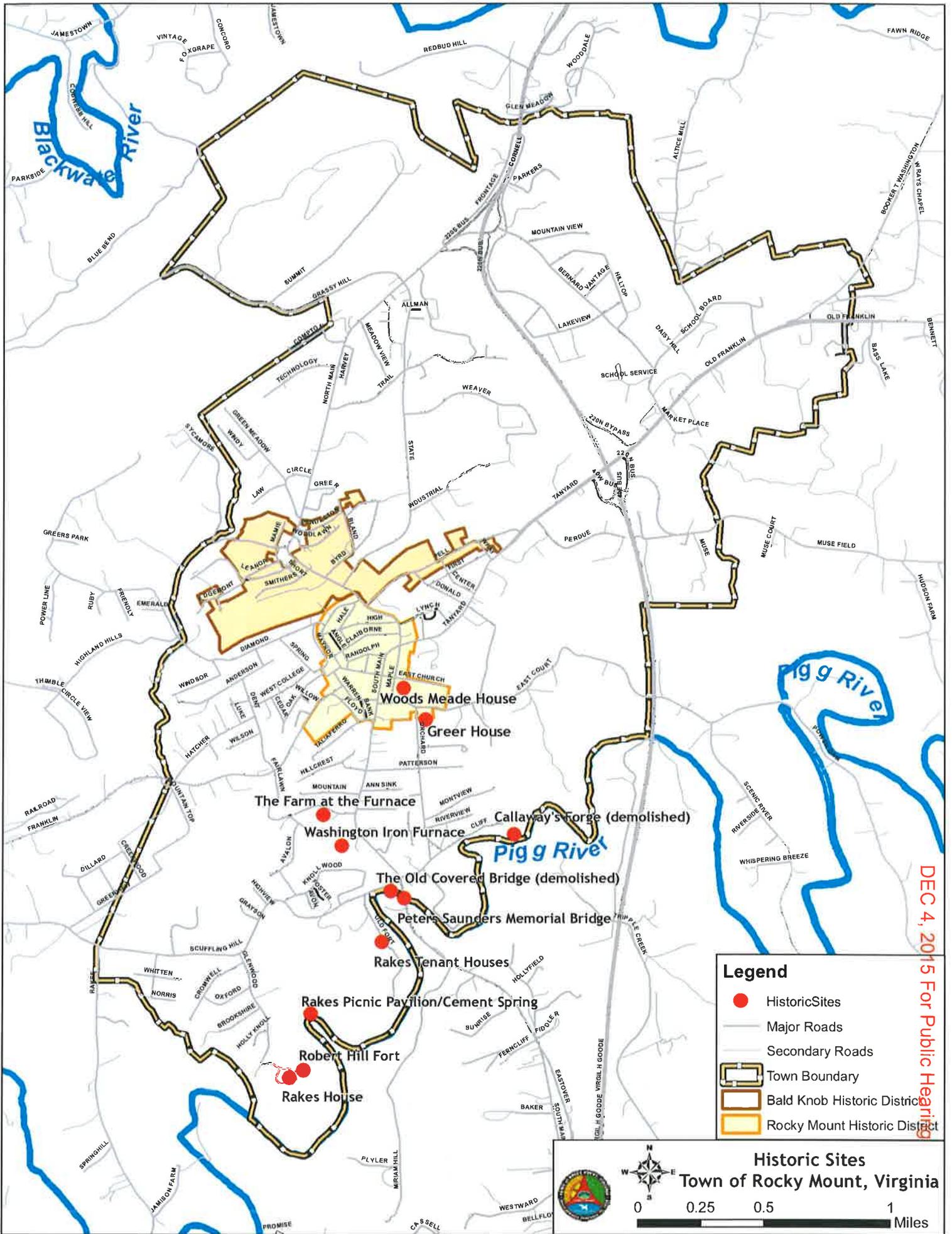
In 2008, a field reconnaissance survey and Preliminary Information Form was completed for a second historic district in Rocky Mount. The *Bald Knob Historic District* located along Pell Avenue and east and west of North Main Street was significant for the early twentieth-century workers housing associated with three factories/mills and later residential and commercial buildings adjacent to the Rocky Mount Historic District. A formal listing of the district was not pursued, but the Virginia Historic Landmarks Commission found it to be “eligible for the Virginia and National Register.”

The *Warren Street Community* of Rocky Mount is an additional historic area of importance. It is included within the Rocky Mount National Register District and is significant for contributions as an African-American settlement and business district in Franklin County.

Challenges and Opportunities:

The historic fabric of the central business district of Rocky Mount and its surrounding older neighborhoods provide a distinct community ambience. These assets draw visitors and reinforce the community as a special place. Expansion of the Pigg River Heritage Trail and other recreational trail connections can raise awareness. Care should be given to encourage sensitive rehabilitation of buildings and compatible building and site development for any new development. Many communities employ local historic districts to maintain architectural character and harmony. As Rocky Mount continues to prosper, consideration should be given to adopting preservation tools that will further recognition and maintenance of the special historic character and landmark features.





Legend

- Historic Sites
- Major Roads
- Secondary Roads
- Town Boundary
- Bald Knob Historic District
- Rocky Mount Historic District

Historic Sites
Town of Rocky Mount, Virginia

DEC 4, 2015 For Public Hearing

Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Land Use & Development

Land Use and Development

LAND USE

Existing Conditions:

Rocky Mount has a balanced mixture of land uses that have been very successful in maintaining quality residential neighborhoods and sustaining economic activities for the long-term. Approximately 50% of the existing land is designated for residential or residential/agriculture use; approximately 30% is designated for industry and commercial; 10% is designated for institutional and public facilities; and 10% is designated for parks and open space.

In 2015, the Town designated the Central Business District as an Urban Development Area (UDA). This area meets the criteria established by the Commonwealth of Virginia for housing density, public infrastructure, and mixed residential and commercial land uses.

In updating the Comprehensive Plan in 2007, planners conducted a residential build-out analysis for residentially zoned properties in Rocky Mount. At that time, they estimated that approximately one-third of the residential land in Rocky Mount was developed to capacity and there was potential to develop up to 6,100-6,500 additional residential units (based on zoning provisions). In 2013, the number of housing units in Rocky Mount was approximately 2,600. For the purposes of this Comprehensive Plan update, the project team did not pursue additional analyses; there is sufficient land available to accommodate future residential growth, and housing development has slowed since 2007.

Challenges and Opportunities:

The Future Land Use Map on the following page generally reflects continuation of similar land use development patterns recommended by the 2007 Comprehensive Plan. As a built community that is the center of commerce for the County, the direction for Rocky Mount in the future is to strengthen new residential housing opportunities and neighborhoods and to expand industry and commercial development in the center of town and along primary arterial corridors. The most important factor for future development will be guiding how the development occurs, particularly in terms of density and development standards established by zoning and subdivision ordinances.

The recommended Future Land Use Categories are:

- Residential / Agricultural – Low to medium density residential, 1-8 dwelling units per acre, and small to medium-sized lots for single family, two family and other compatible uses.
- Residential / Residential Business – Medium to high density residential, 8 dwelling units or more per acre, with small lots for single family, two family, multifamily development and neighborhood businesses (where appropriate).
- Professional Office / Business – Planned office and business development with associated standards for landscaping, parking, access for a business park appearance.
- General Business – Commercial and mixed-use development along highway corridors.



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Rocky Mount Today and Tomorrow: Land Use & Development

- Central Business District – Traditional, historic downtown and uptown business district with mixture of residential, business and governmental uses.
- Industrial – Light industry and manufacturing with flexible lot and development requirements and standards for street frontages and buffering of certain objectionable operations.
- Parks and Open Space – Public parks or areas to be preserved in their natural condition.
- Institutional District – Schools, governmental centers, and public properties.

LAND DEVELOPMENT MANAGEMENT TOOLS

Existing Conditions:

The zoning code for Rocky Mount was adopted in 1992 and has been revised over the years to address community needs. Provisions include stormwater management regulations.

The subdivision code was adopted in 1995 and substantially revised in 2002.

Erosion and sediment control provisions are included in the Environment Section of the Town Code.

Challenges and Opportunities:

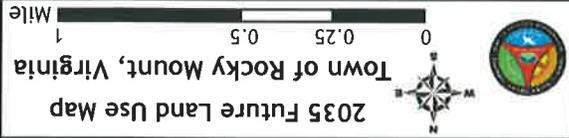
Amendments to the zoning code over the years make the existing document hard to navigate. In addition, many of the definitions, uses, and development standards need to be updated. Many codes developed today are simplified and flexible in regulating uses, and employ development standards to achieve the best quality development. Many of the development standards and guidelines in the existing code are

unclear. While this leaves room for flexibility, it also allows room for omission. It is important to have easy customer use, equitable provisions, and consistent, clear administration.

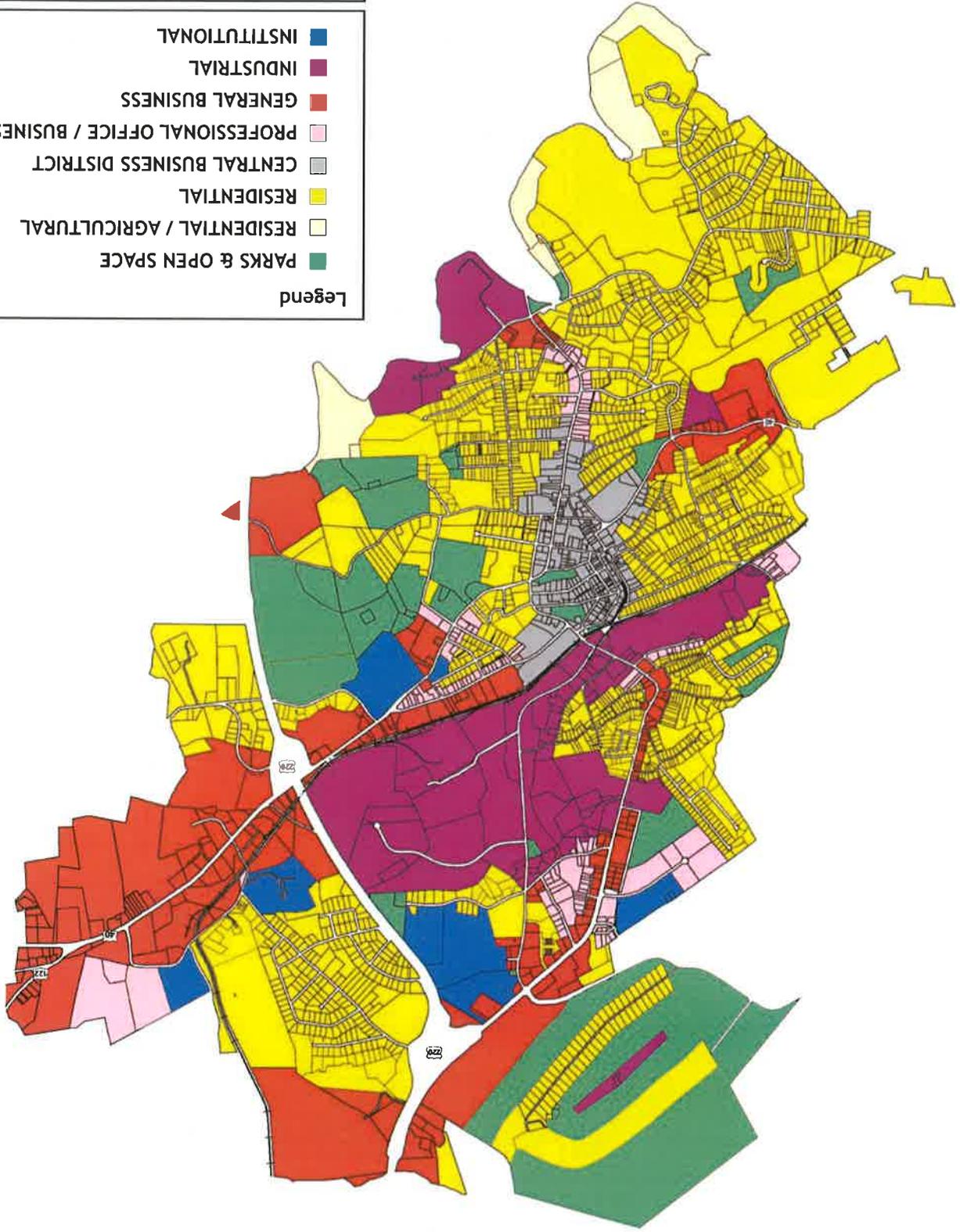
The code needs to be updated with respect to Planned Unit Development Districts. The existing Residential Planned Unit Development District does not have sufficient development design standards and needs to include flexibility so that developers can creatively design a proposed development and be able to use the district as a viable development option. In addition, a new Mixed-Use Planned Development District is under consideration now to promote development of mixed residential and commercial developments on a single site. Typically, planned unit developments have minimum acreages to encourage development of a sufficient size to meet community goals for quality design, open space, suitable land uses, etc.



2035 Future Land Use Map
Town of Rocky Mount, Virginia



- Legend
- INSTITUTIONAL
 - INDUSTRIAL
 - GENERAL BUSINESS
 - PROFESSIONAL OFFICE / BUSINESS
 - CENTRAL BUSINESS DISTRICT
 - RESIDENTIAL
 - RESIDENTIAL / AGRICULTURAL
 - PARKS & OPEN SPACE



Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Implementing the 2035 Comprehensive Plan

Implementing the Comprehensive Plan

This section provides an overview of policy recommendations, action strategies, and project initiatives to engage public and private partners and implement the 2035 Comprehensive Plan. There must be many partners committed to working toward future goals. These include both public and private interests. Local government does not have the financial resources or the staffing to take on all of the issues and challenges discussed in this plan; regional partnerships and leadership are essential. Town officials can guide public investment and land development decisions, but developers, citizens, and private interests must assist in furthering the strategies identified herein. Collaboration with Franklin County and state agencies is essential to moving this plan forward.

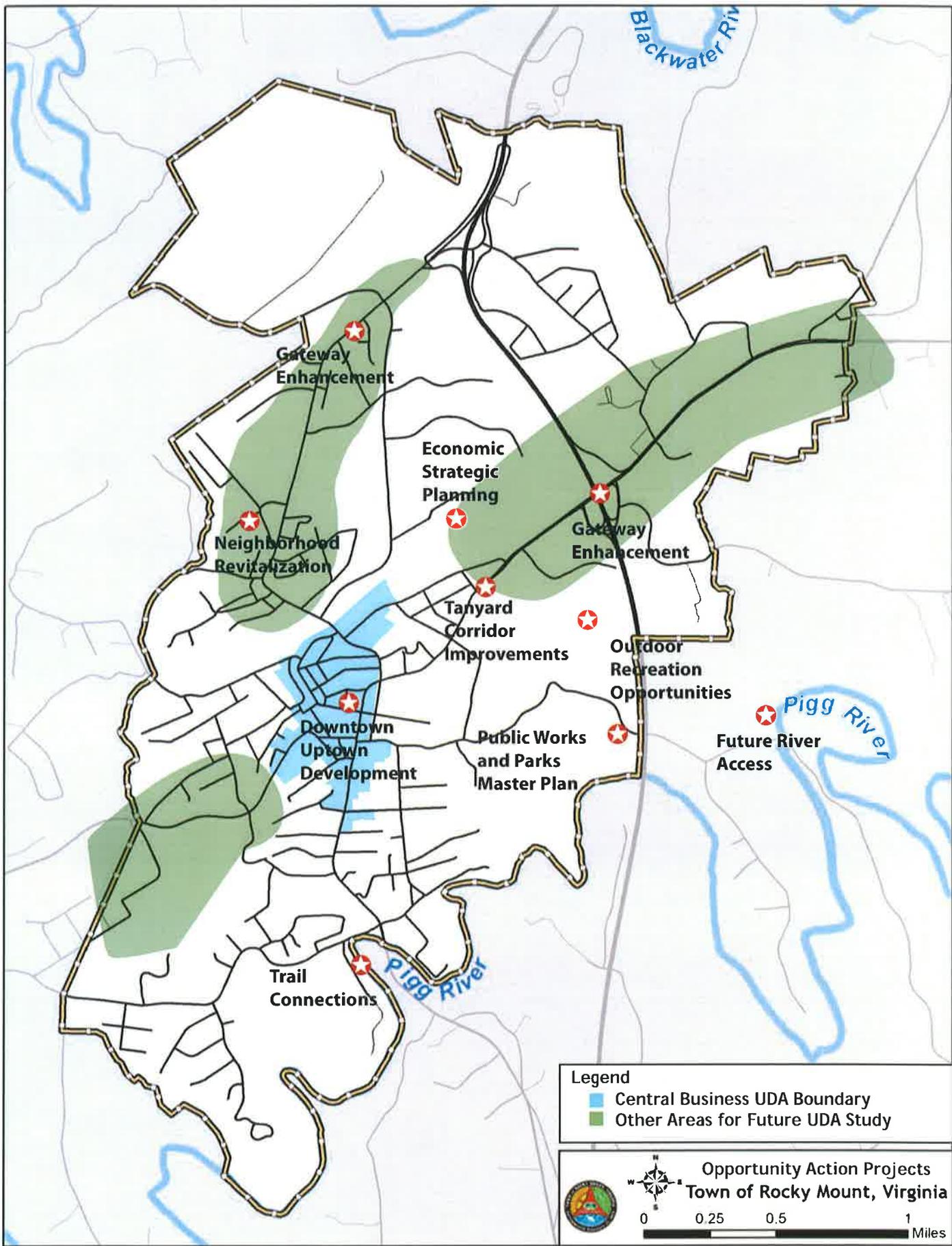
OPPORTUNITY ACTION PROJECTS

As a means of implementing this long-range plan, several opportunity action projects discussed throughout this document will further the 2035 Vision for Rocky Mount. These potential projects can jump-start implementation and engage important partners. Some of these key initiatives are described below and shown on the Opportunity Action Projects Implementation Map on the following page.

- Gateway Corridor Improvements – Enhance gateways and wayfinding on North Main Street and Routes 220 and 40.
- Tanyard Road Corridor Improvements – Beautify corridor, expand campus, and improve safety of crosswalk at Franklin County High School Campus; work with shopping center owners for potential reinvestment and perhaps a Business Recreation Cluster using public-private model.

- Economic Development Strategic Plan – Develop proactive strategy for redeveloping underutilized and vacant lands to further industrial and commercial development. Develop a “brand” for Rocky Mount and recruit businesses and customers using coordinated marketing and outreach. Strengthen arts and culture activities through events, business development, and advancing public art.
- Community and Neighborhood Revitalization Plans – Encourage additional studies, investment and revitalization of North Main Street, US Route 40 East, and Downtown/Uptown.
- Alternative Transportation Enhancements – Increase connections for trail, bicycle, and pedestrian facilities.
- Outdoor Recreation Initiatives – Pursue gateway connections for Bald Knob Natural Heritage Area and Pigg River access, as well as supporting economic feasibility impact study for outdoor recreation.
- Master Plans for Public Facilities – Develop master plans for public works and park facilities to proactively plan for facility needs and community growth
- Community-Oriented Policing – Implement SARA Model for community partnerships and problem solving.
- Heritage Tourism and Ecotourism - Encourage economic development through promotion of community architecture, history and environment.
- Land Use Management Tools – Update management ordinances to further the plan and guide development.





DEC 4, 2015 For Public Hearing

Legend

- Central Business UDA Boundary
- Other Areas for Future UDA Study

**Opportunity Action Projects
Town of Rocky Mount, Virginia**

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Comprehensive Plan 2015-2035 Town of Rocky Mount, Virginia

Implementing the 2035 Comprehensive Plan

2035 IMPLEMENTATION MATRIX

The following matrix provides recommended public policies and strategies to further the 2035 Vision for Rocky Mount. The matrix is a guide and a management tool to help achieve the desired long-term goals for the community; it is not a public directive. Timeframes are flexible and implementation will depend on community priorities, available funding, and leadership from both the public and private sectors. Successful implementation requires multiple partners, collaborative discussion, and participative resources.

Rocky Mount 2035 Comprehensive Plan Implementation Matrix				
Housing and Community	Estimated Timeframe	Implementing Partners		
		1-5	5-10	10 +
Policy HC1 Encourage residential development with water and sewer in areas targeted for growth and new development that meets the community needs for diverse housing types and enhances the attractiveness and quality of residential neighborhoods.				
Strategy 1 Recruit and work with interested developers to invest in attractive, new housing options in the Town of Rocky Mount, in particular - new market rate single-family, attached housing, independent senior living, and loft apartments (in central business district).		■	■	■
Strategy 2 Encourage new residential development in existing neighborhoods that is compatible with and fits with the built neighborhood architecture and development patterns.			■	■
Strategy 3 Proactively plan for new residential development by undertaking a Housing Strategic Plan to assess market conditions and opportunities, identify best areas for development or redevelopment, and define desired types and characteristics of housing development.		■		



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix					
Housing and Community		Estimated Timeframe			Implementing Partners
		1-5	5-10	10 +	
Policy HC2	Address substandard housing conditions using methods that encourage cooperative approaches with property owners to improve blighted properties and neighborhoods.				
Strategy 1	Undertake a study of housing conditions and community issues in the North Main Street Corridor to identify feasible strategies to address community challenges and revitalize the neighborhoods and the gateway entrance corridor. Consider financial and technical assistance from Virginia Housing and Community Development (Planning Grant Program) and Virginia Housing Development Authority (REACH Virginia Program).	■			Community Development Planning Commission Neighborhood Residents Police Community Service Agencies
Policy HC3	Encourage and support healthy living initiatives that improve the health and quality of life for residents.				
Strategy 1	Support United Way and partnering service agencies in facilitating the <i>Healthy Franklin County Initiative</i> to promote healthy lifestyles and address obesity and related chronic diseases in Rocky Mount and Franklin County.	■			Community Development United Way Other Community Service Partners
Strategy 2	Work cooperatively with Carilion Franklin Memorial Hospital and other health care providers to retain and recruit quality health care facilities and programs in Rocky Mount. Assist in encouraging healthy initiatives in facilities (e.g. tree walk within developments).	■	■	■	Community Development Carilion Franklin Memorial Hospital Free Clinic United Way
Strategy 3	Recruit a small grocery store to serve the U.S. Route 40 West business corridor and the North Main Corridor.	■			Community Development Franklin Co Retail Merchants Assn Franklin County



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix					
Housing and Community		Estimated Timeframe			Implementing Partners
		1-5	5-10	10 +	
Strategy 4	Encourage development of new sidewalks in public and private projects, particularly where connections are needed.	■	■		Community Development Planning Commission VDOT
Strategy 5	Expand existing greenways and develop new greenway connections.	■	■	■	Community Development Planning Commission VDOT
Policy HC4	Support and nurture existing and future educational opportunities and facilities in Rocky Mount.				
Strategy 1	Maintain communication and a cooperative relationship with the schools in Rocky Mount, particularly as it relates to youth activities, lifelong education, and overall community health and well-being.	■	■	■	Town Administration Planning Commission Franklin County School Superintendent and Principals
Strategy 2	Pursue pedestrian improvements to Tanyard Road near the high school that will improve safety, beautify the gateway corridor, and enhance the high school campus.		■		Community Development Franklin County School System VDOT
Strategy 3	Work with shopping center owners to consider revitalization options. Identify benchmark projects undertaken in other communities and potential funding options for implementation.	■			Community Development Business Owner(s) Economic Development Authority High School (and Students) VA Dept. Recreation and Conservation



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix					
Economy		Estimated Timeframe			Implementing Partners
		1-5	5-10	10 +	
Policy E1	Encourage new development initiatives that revitalize downtown and uptown and further the unique sense of place that characterizes the central business district of Rocky Mount.				
Strategy 1	Develop and implement a wayfinding system for Rocky Mount that effectively guides residents and visitors to important destinations in uptown and downtown. Use adopted community brand to enhance marketing of the business district.	■			Community Development CBD Businesses Franklin Co Retail Merchants Assn
Strategy 2	Encourage and promote development of upper-story residential lofts in downtown and uptown. Recruit private developers by creating an inventory of potential properties for residential use and promoting available incentives for development.	■	■		Community Development Realtors Property Owners
Strategy 3	Revisit the opportunities available under the Virginia Main Street Program; in particular, become familiar with the technical tools and assistance that can further the revitalization of uptown and downtown. Work with businesses and organizations to determine best strategies for implementing appropriate tools and methods.	■			Community Development Franklin Co Retail Merchants Assn CBD Businesses
Strategy 4	Undertake additional study of the vacant West Court Street properties to determine potential redevelopment opportunities to benefit downtown, uptown, and historic Warren Street. Look at other small communities who have successfully secured a small boutique hotel in downtown to determine potential options and strategies (e.g. Hotel Floyd, Craddock Terry Hotel in Lynchburg, General Francis Hotel in Marion, etc.). Consider land acquisition/assembly as appropriate.		■		Community Development Property Owners Boutique Hotel Developer Franklin County Historical Society Warren Street Community



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix					
Economy		Estimated Timeframe			Implementing Partners
		1-5	5-10	10 +	
Strategy 5	Work with Franklin County Retail Merchants Association and downtown/uptown businesses to increase events and activities that will promote Rocky Mount as the start of the Crooked Road.	■	■		Community Development Franklin Co Retail Merchants Assn CBD Businesses
Strategy 6	Facilitate increased programming of the Farmers Market and Hospitality Center for activities and visitor outreach. Develop a new management strategy for the Farmers Market to increase use.	■			Community Development Franklin Co Retail Merchants Assn CBD Businesses
Strategy 7	Facilitate expanded arts and cultural activities and facilities in downtown and uptown. Work with art/culture organizations and stakeholders to develop an arts and culture plan to guide public direction and private investment. Consider benchmark communities similar to Rocky Mount and investigate successful approaches. Consider art projects to raise interest (e.g. murals).		■		Community Development Art Organizations and Stakeholders Virginia Commission for the Arts
Strategy 8	Undertake a Retail Market Assessment to determine specific areas of economic growth and opportunity. Develop and implement a strategy for recruiting new business and assisting existing businesses that complement the services and market desired for downtown and uptown.	■			Community Development VA Dept of Housing/Community Dev VA Main Street Franklin Co Retail Merchants Assn
Strategy 9	Update and expand the marketing strategy for promoting Rocky Mount as a business and tourism destination. Update the Town Web Page to share wayfinding and attractions. Use updated technology for public outreach (e.g. social media, dynamic video, online multimedia, etc.).	■			Community Development Virginia Tourism Corporation Franklin County Franklin Co Retail Merchants Assn



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix					
Economy		Estimated Timeframe			Implementing Partners
		1-5	5-10	10 +	
	Encourage and pursue businesses, industries, employers, and educational institutions in Rocky Mount that complement and diversify the economic base, provide quality jobs, enhance the quality of life, and sustain the environmental quality of the region.				
Strategy 1	Monitor the Virginia Enterprise Zone Program and work with Franklin County to develop a competitive joint application for new zone designation. As an alternative, work with other towns to lobby for changes in state legislation.	■			Community Development Franklin County VA Dept. Housing & Community Development
Strategy 2	Recruit industrial tenants for Phase II of the Franklin County – Rocky Mount Industrial Park. Pursue additional funding for improvements from available resources, as applicable.	■	■	■	Community Development Town Council Franklin County EDA
Strategy 3	Work with the West Piedmont and Roanoke Valley-Alleghany Regional Planning District Commissions in updating the annual Comprehensive Economic Development Strategy to include an informed industry cluster analysis.	■			Community Development Franklin County West Piedmont PDC Roanoke Valley-Alleghany PDC
Strategy 4	Work with natural gas providers to extend service lines to Rocky Mount (specifically the Franklin County-Rocky Mount Industrial Park).	■	■	■	Community Development Franklin County Natural Gas Providers
Strategy 5	Pursue a market research study to determine opportunities for expanded tourism and business development.	■			Community Development Business Association EDA



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix					
Economy		Estimated Timeframe			Implementing Partners
		1-5	5-10	10 +	
Strategy 6	Work with the EDA and other stakeholders to identify underutilized properties within or adjacent to the industrial core that should be acquired or improved to enhance industrial land development opportunities. Pursue acquisition or improvement programs that may be appropriate.	■	■		Community Development EDA VA Dept. Housing & Community Development
Policy E3	Facilitate and encourage tourism initiatives as part of the diversified economic development strategy for Rocky Mount.				
Strategy 1	Monitor the economic impact of tourism related initiatives to provide quantitative measurement of fiscal and business outcomes.	■	■	■	Community Development Virginia Tourism Corporation Local Businesses
Strategy 2	Participate in the development of a regional Master Plan for Outdoor Recreation as a tool for diversifying and expanding the economy of Rocky Mount. Use the <i>Virginia Outdoors Plan</i> as a guide for program and facility needs. Include opportunities for trails, blueways, bike routes, and natural and historic areas. Facilitate opportunities for small business development.	■	■		Community Development Franklin County Roanoke Outdoors VA Dept. Conservation & Recreation VA Dept. Housing/Community Dev Small Business Development Center
Strategy 3	Work with Franklin County to develop a Tourism Plan that provides coordinated strategies for promoting destinations and attracting visitors and new investment. Work collaboratively to maintain and update the Visit Franklin County web page.	■			Community Development Franklin County VA Tourism Corporation
Strategy 4	Pursue Virginia Tourism Corporation funding opportunities for regional marketing efforts that promote tourism in the Town and the County (and the state).	■			Community Development Franklin County Virginia Tourism Corporation



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix					
Economy		Estimated Timeframe			Implementing Partners
		1-5	5-10	10 +	
Strategy 5	Pursue gateway and landscape improvements to the U.S. Route 220 and Route 40 Corridor. Develop Master Plan for improvements and phasing and solicit sponsors and funding for implementation.	■	■		Community Development BUD Commission VDOT Virginia Tourism Corporation
Strategy 6	Adopt local provisions for a Tourism Zone(s), as enabled in Virginia, to provide financial incentives for tourism related businesses.	■			Community Development Town Council Virginia Tourism Corporation



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix				
Public Facilities and Services	Estimated Timeframe			Implementing Partners
	1-5	5-10	10 +	
Policy PFS 1 Provide and plan for efficient public facilities and services to meet the community needs of Rocky Mount and surrounding service areas.				
Strategy 1 Expand community-oriented policing in Rocky Mount by implementing and using the SARA model to proactively address community issues and revitalize neighborhoods. Encourage collaborative approaches among law enforcement agencies, neighborhoods, and other resources that will result in successful initiatives. Build community trust and participation through increased outreach.	■			Community Development Police Department Regional Law Enforcement Agencies VA Dept of Criminal Justice Neighborhood and Community Organizations
Strategy 2 Proactively recruit and retain volunteers for the Rocky Mount Volunteer Fire Department. Raise awareness of challenges and pursue solutions that will result in long-term sustainability of the volunteer department.	■	■		Community Development Fire Department/Chief Volunteers
Strategy 3 Develop an inventory of aging water and wastewater lines and a priority strategy for replacement. Undertake engineering/design studies that may be required and develop cost estimates. Incorporate into future CIP.	■			Community Development Public Works
Strategy 4 Develop a Master Plan for Water and Wastewater Facilities. Implement recommended water and wastewater plant upgrades to maintain safe plant operations and meet environmental permit requirements.	■	■	■	Community Development Public Works



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix					
Public Facilities and Services		Estimated Timeframe			Implementing Partners
		1-5	5-10	10 +	
Strategy 5	Continue to pursue regional approaches to providing and upgrading public water and wastewater services. Collaborate on community growth needs and facility requirements. Pursue revenue and cost sharing agreements that may be appropriate.	■	■	■	Community Development Public Works Franklin County Western Virginia Water Authority
Strategy 6	Revise stormwater management and development regulations to minimize development impacts and improve the quantity and quality of stormwater runoff.	■			Community Development VA Dept of Environmental Quality
Strategy 7	Upgrade water meters to enable digital reading. Identify and phase areas for upgrades and integrate into CIP.	■	■		Community Development Public Works Finance
Strategy 8	Work with regional governments and providers to expand access to broadband fiber-optic networks that can benefit business development. Recruit best practice technologies. Use community partnering and available funding opportunities to extending networks and service areas.	■	■		Community Development Communication Service Providers Businesses VA Dept. Housing & Community Development
Strategy 9	Develop annual management report for public safety services that identifies capital equipment and staffing needs. Integrate into Town capital improvement program, as appropriate.	■	■	■	Community Development Public Safety Departments



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix					
Public Facilities and Services		Estimated Timeframe			Implementing Partners
		1-5	5-10	10 +	
Policy PFS 2	Plan for and provide safe and efficient transportation systems with multi-modal opportunities to accommodate community needs and projected growth.				
Strategy 1	Work with regional and state agencies to develop reasonable transportation improvement plans for the short and long-term that employ realistic improvement options and are consistent with the future vision for Rocky Mount.	■	■	■	Community Development Franklin County PDC VDOT
Strategy 2	Cooperate with regional social service agencies to find options for improving public transportation access to businesses and services.	■			Community Development Franklin County United Way Franklin Co Memorial Hospital VA Dept. Social Services
Strategy 3	Pursue additional community trail and sidewalk connections to enhance pedestrian linkages between neighborhoods, businesses, and community services. Solicit MAP-21 funding for priority projects that promote alternatives for transportation and enhance safety. Link business and industrial areas to neighborhoods.	■	■		Community Development VDOT Schools Franklin County
Policy PFS 3	Plan for and invest in park and recreation facilities and programs that contribute to the quality of life for residents, encourage healthy living, and enhance economic prosperity of Rocky Mount.				
Strategy 1	Prepare a Parks and Recreation Master Plan to understand community recreation needs, inventory existing parks and recreation facilities, and identify future improvements and new facilities. Identify funding sources and strategies for implementation.	■	■		Community Development Public Works VA Dept Conservation & Recreation Franklin County



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix					
Public Facilities and Services		Estimated Timeframe			Implementing Partners
		1-5	5-10	10 +	
Strategy 2	Work with Franklin County and regional agencies to pursue an economic feasibility and impact study that may support increased investment in trails and outdoor recreational facilities in Rocky Mount and Franklin County.	■			Community Development Franklin County West Piedmont PDC Roanoke Valley-Alleghany Regional PDC VA Dept Conservation & Recreation
Strategy 3	Work with Franklin County to plan for and pursue outdoor recreation opportunities on the Pigg River. Work with state recreational agencies to determine opportunities and funding.	■	■		Community Development Public Works Franklin County VA Dept Conservation & Recreation AEP Roanoke River Basin Association
Strategy 4	Increase the connectivity and the number of hiking and biking trails in Rocky Mount. Inventory existing trail network and identify potential linkages and new opportunities for trails. Work with property owners and agencies to enhance trail network and implement new trails. Consider both on and off-road trail connections.	■	■	■	Community Development Public Works Private Property Owners VA Dept Conservation & Recreation
Strategy 5	Use Google Maps and online mapping applications to publicize park and trailhead locations, and other recreational amenities.	■			Community Development Public Works VA Dept Conservation & Recreation



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix				
Environment (Natural and Historic Resources)	Estimated Timeframe			Implementing Partners
	1-5	5-10	10 +	
<p>Policy E1 Protect, preserve and conserve important natural and historic resources in Rocky Mount.</p>				
<p>Strategy 1 Support and facilitate DCR acquisition and designation of Bald Knob as a Natural Heritage Area and public recreation resource. Work with property owners and Virginia Department of Conservation and Recreation to secure the property for conservation and consider appropriate recreational uses to maintain its integrity.</p>	■			Community Development Property Owners VA Dept of Conservation & Recreation
<p>Strategy 2 Work with Franklin County and regional planning agencies to maintain and enhance the water quality of the Blackwater and Pigg Rivers for the purposes of water supply and recreational assets. Pursue regional strategies that will maintain environmental integrity and manage upstream development and non-point source runoff in the watershed.</p>	■	■		Community Development Public Works Franklin county Roanoke Valley-Alleghany Regional PDC Property Owners VA Dept of Environmental Quality
<p>Strategy 3 Consider appropriate preservation tools that can be employed to protect and sustain the National Register Historic Properties and Districts in Rocky Mount. These tools may include a local historic preservation ordinance, financial incentives, increased public awareness of resources, or voluntary design guidelines for property rehabilitation and development.</p>	■	■		Community Development Franklin County Historical Society Franklin County Citizens and Businesses



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix				
Environment (Natural and Historic Resources)	Estimated Timeframe			Implementing Partners
	1-5	5-10	10 +	
Policy E2 Promote natural and historic resources as community assets that contribute to the high quality of life, recreational opportunities, and economic sustainability of Rocky Mount.				
Strategy 1 Promote the architectural and cultural heritage of Rocky Mount for revitalization, business development and tourism using various outreach methods including webpage listings, historic walking tours, and promotional materials for using historic tax credits.	■			Community Development Franklin County Historical Society Franklin Co Retail Merchants Assn Franklin County
Strategy 2 Consider interpretive signs along trails and in public parks or natural areas to raise awareness and educate the public about significant natural resources.	■			Community Development Virginia DCR, Virginia DHR Schools and Colleges



**Comprehensive Plan 2015-2035
Town of Rocky Mount, Virginia**

Implementing the 2035 Comprehensive Plan

Rocky Mount 2035 Comprehensive Plan Implementation Matrix				
Land Use and Development	Estimated Timeframe	Estimated Timeframe		Implementing Partners
		1-5	5-10	
Policy LU 1 Provide responsible governmental leadership that furthers the 2013 Vision for Rocky Mount and promotes best practices for achieving desired outcomes.				
Strategy 1 Maintain good communication with citizens using a variety of outreach methods regarding public facilities and services, community needs, and alternatives for resolution.	■	■	■	Town Administration Town Council Citizens
Strategy 2 Consider annual review of the implementation of the Comprehensive Plan by using the matrix as an “annual report” tool.	■	■	■	Community Development Planning Commission Town Council
Policy LU 2 Maintain up to date land development ordinances to ensure effective planning for growth, easy customer use, equitable application, and consistent, defensible administration.				
Strategy 1 Update existing zoning code to address modern land uses and development standards. Ensure clear, consistent provisions. Update on a regular basis.	■	■	■	Community Development Planning Commission Town Council Citizens and Businesses
Strategy 2 Improve GIS database and ensure accuracy of data. Enhance accessibility and availability to the public.	■	■	■	Community Development



ITEM(S) TO BE CONSIDERED UNDER:

- Hearing of Citizens Consent Item Old Business New Business
 Committee Report Other

FOR COUNCIL MEETING DATED: _____

STAFF MAKING REQUEST:	C. James Ervin, Town Manager
BRIEF SUMMARY OF REQUEST:	The United States Department of Commerce, Economic Development Administration requires that the Town keep on file and update annually a list of our comprehensive economic development strategies (CEDS) and that this be filed through our local planning district. This has devolved to an annual list of projects that are approved and submitted through the West Piedmont Planning District. Attached is our proposed list for 2016 and was circulated for Council input in November. Projects must be on the CEDS list to apply for federal funding (though in the past decade all of the projects accomplished that were once on the CEDS list have been done with local dollars).
ACTION NEEDED:	Staff asks that Council consider and approve this list of projects (identical to last year's) and authorize the attached letter to be sent by the Town Manager.

Attachment(s):

FOLLOW-UP ACTION:
(To be completed by Town Clerk)

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY PRIORITY PROJECTS

July 1, 2016 - June 30, 2017

PROJECT	PRIORITY /TYPE	DESCRIPTION	FUNDING SOURCE	AMOUNT	TOTAL	ENVIRON- MENTAL IMPACT	NO. OF JOBS
<i>Franklin County/Rocky Mount Industrial Park-- Franklin Co/Town of Rocky Mount</i>	1/1	Development of industrial sites, water and sewer, site improvements, and rail spur to serve expansion of existing heavy industrial site (This project is ready to bid.)	Local EDA VTC	\$1,200,000 \$600,000 \$600,000	\$2,400,000	NA	300-500
<i>Natural Gas Service Extension--Franklin Co/Town of Rocky Mount</i>	1/3	Complete 12-mile service extension of Roanoke Gas to Franklin County/Rocky Mount Industrial Park to promote industrial development	VTC USDA-RD Local Private	\$3,000,000 \$3,000,000 \$3,000,000 \$3,500,000	\$12,500,000	Positive	300+
<i>Pigg River Heritage Trail-- Town of Rocky Mount and Franklin County</i>	1/1	Development of Heritage Trail for tourism, recreation, and quality of life enhancement in support of economic development	VDOT DCR Local	\$275,000 \$125,000 \$75,000	\$475,000	Positive	NA
<i>Economic Restructuring Via Heritage Tourism Development-- Town of Rocky Mount</i>	1/2	Create supporting structures and events to complement the growing culture and economy surrounding the Harvester Performance Center and the Crooked Road Heritage Music Trail	Local EDA VTC	\$800,000 \$600,000 \$600,000	\$2,000,000	Positive	10-20
<i>Interconnection with Western VA Regional Water Authority-- Town of Rocky Mount</i>	1/11	Connect the Town of Rocky Mount's water system with the Western VA Regional Water Authority lines via a 1.4-mile extension of the Town's water system	Local EDA	\$500,000 \$1,000,000	\$1,500,000	Positive	300
<i>North Main Street Develop- ment--Town of Rocky Mount</i>	2/3	Provide public infrastructure in roads, signals, and public utilities to development sites	VDOT Local CDBG	\$500,000 \$500,000 \$500,000	\$1,500,000	None	250-300
<i>Shell Building- Franklin County/Rocky Mount</i>	2/3	Shell building of 100,000+ SF to attract industry	EDA CDBG Local	\$1,000,000 \$700,000 \$300,000	\$2,000,000	NA	400-600
<i>Route 40 Bypass in Rocky Mount</i>	3/3	Feasibility study for the establishment of a Route 40 bypass in the Town of Rocky Mount	Local VDOT	\$10,000 \$90,000	\$100,000	Positive	unknown
<i>Realignment of Franklin and Pell in Rocky Mount</i>	3/3	Feasibility study and preliminary engineering to realign Franklin and Pell in Rocky Mount	Local VDOT	\$10,000 \$90,000	\$100,000	Positive	unknow
<i>North Main Park Development</i>	2/3	Development of a youth/teen oriented park in the North Main corridor	Local VDCR	\$100,000 300,000	\$400,000	NA	NA
<i>Housing Stock Survey and Redevelopment</i>	3/3	Inventory housing stock in Rocky Mount to determine new areas for funded housing programs and initiate programs	Local DHCD	\$300,000 \$700,000	\$1,000,000	NA	NA

ABBREVIATIONS:

ARC = Appalachian Regional Commission
CDBG = Community Development Block Grant
CIT = Center for Innovative Technology
CORD = Center on Rural Development
EDA = Economic Development Administration
EPA STAG = Environmental Protection Agency State
& Tribal Assistance Grant
DCR = Dept of Conservation & Recreation
FAA = Federal Aviation Administration
FHWA = Federal Highway Administration
GO Bonds = General Obligation Bonds
RBEG = Rural Business Enterprise Grant
RD = Rural Development

TBD = to be determined
TEA-21 = VDOT Transportation Enhancement Act Program
for the 21st Century
VDDBA = VA Department of Business Assistance
WIA = Workforce Investment Act
VTC = Virginia Tobacco Indemnification and
Community Revitalization Commission
SERCAP = Southeast Rural Community Assistance Project, Inc.
USACE = US Army Corps of Engineers
ISDF = Industrial Site Development Fund (VDHCD)
LWCF = Land & Water Conservation Fund
SWCB = State Water Control Board
WVWA = Western VA Water Authority

USDA-RD = U.S. Dept of Agriculture, Rural Development
USCAIP = US Community Adjustment & Investment Program
VASBI = Virginia Shell Building Initiative
VA-DOA = Virginia Dept of Aviation
VDOT = VA Department of Transportation
VDH = VA Department of Health
VHDA = Virginia Housing Development Authority
VHPF = Virginia Housing Partnership Fund
VRA = Virginia Resources Authority
VTC = Virginia Tobacco Commission
VWP = Virginia Water Projects
WQIF = Water Quality Improvement Funds (VA)
HUD = Housing and Urban Development

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TOWN COUNCIL
Steven C. Angle, *Mayor*
Gregory B. Walker, *Vice Mayor*

Bobby M. Cundiff P. Ann Love
Jon W. Snead Bobby L. Moyer
Billie W. Stockton

C. James Ervin, *Town Manager*

December 15, 2015

Ms. Tonia Williams, Acting Regional Director
U.S. Department of Commerce
Economic Development Administration
Philadelphia Regional Office
The Curtis Center
601 Walnut Street, Suite 140 South
Philadelphia, PA 19106-3323

Dear Ms. Williams:

Whereas the local governing body of The Town of Rocky Mount supports the West Piedmont Economic Development District Designation, this is to advise that we have elected to be covered by the Year 2016 Comprehensive Economic Development Strategy for the West Piedmont Planning District in its capacity as an EDA Economic Development District. The projects included in the document's prioritized project list have been endorsed by the local governing body at its meeting on December 14, 2015 for assistance in improving the economy of our area.

On behalf of my community, thank you for the opportunity to participate in the Economic Development Administration's Economic Development District Program.

Sincerely yours,

C. James Ervin
Town Manager

CJE:rhd

cc: Leah Manning, WPPDC

ITEM(S) TO BE CONSIDERED UNDER:

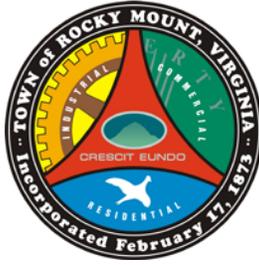
- Hearing of Citizens
 Consent Item
 Old Business
 New Business
 Committee Report
 Other

FOR COUNCIL MEETING DATED:	
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STAFF MAKING REQUEST:	C. James Ervin, Town Manager
BRIEF SUMMARY OF REQUEST:	<p>Attached is a resolution seeking a ruling from the Virginia Department of Environmental Quality that would require site specific erosion and sediment control plans for any pipeline construction in Virginia.</p> <p>Though the Town is not in favor of the pipeline as currently proposed, we should govern ourselves as if it is going to be constructed. A chief concern is that the pipeline nearly abuts our water treatment plant and cross the Blackwater River twice upstream of our plant. This will present serious issues during construction for the continued operation of the plant. One way to address those issues is to have a detailed erosion and sediment control plan at a minimum for this segment of the project. The attached map shows the route and how close it gets to our plant.</p> <p>DEQ may issue a state wide permit to the pipeline under general guidelines or they may require the pipeline to be constructed based on site by site plans. Without encouragement DEQ is likely to issue a state wide permit as they lack the staff and funding to review and approve the hundred or so plans that "site specific plans" would require. Staff believes that as it relates to the topography of our region and our water plant in particular, site specific plans are essential.</p>
ACTION NEEDED:	Staff asks that Council approve the resolution seeking site specific erosion and sediment plans so that we can add our voice to the other localities that have already done so.

Attachment(s):

FOLLOW-UP ACTION: (To be completed by Town Clerk)
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RESOLUTION NO.: 2016.007

RESOLUTION

RESOLUTION PETITIONING GOVERNOR TERRY MCAULIFFE AND SECRETARY OF NATURAL RESOURCES MOLLY WARD TO PROVIDE PUBLIC ACCESS TO EROSION AND SEDIMENT CONTROL PLANS FROM EQT MIDSTREAM LP FOR THE CONSTRUCTION OF THE MOUNTAIN VALLEY PIPELINE

WHEREAS, EQT Midstream Partners, LP; NextEra US Gas Assets, LLC; WGL Midstream; and Vega Midstream MVP LLC. Have formed Mountain Valley Pipeline, LLC which has contracted with EQT Midstream Partners to permit, build, and operate a natural gas pipeline which traverses portions of two states, including five counties in the Commonwealth of Virginia; and

WHEREAS, many miles of the proposed Mountain Valley Pipeline (MVP) would traverse highly erodible soils with very steep slopes in Franklin County; and

WHEREAS, the amount of destruction that would be caused to excavate a pathway is substantial, causing severe erosion in vertically steep and inhospitable mountainous terrain, and the amount of runoff from seasonal downpours would cause major damage in the mountains below the pipeline; and

WHEREAS, the Town of Rocky Mount's Water Treatment Plant relies on groundwater from rivers; and

WHEREAS, we are deeply concerned that construction of the proposed Mountain Valley Pipeline could have severe negative consequences for the domestic and agricultural water supplies of citizens with respect to potential erosion and sedimentation of downstream areas; and

WHEREAS, Rocky Mounts' economy and quality of life is highly reliant on the availability of abundant, clean water; and

WHEREAS, the proposed route of the pipeline comes within 1,000 feet of the Town's Water Treatment Plant and parallels the Blackwater River for a significant distance upstream of the Town's water take out point; and

WHEREAS, the VA DEQ has the authority to request site-specific E&SC and storm water management plans from EQT as stated in the Erosion and Sediment Control Regulations 9VAC25-840-30-B, "The submission of annual standards and specifications to the department does not eliminate the need where applicable for a project specific Erosion and Sediment Control Plan", and

WHEREAS, with Rocky Mount’s water plant sits on a watershed unique mountainous terrain with shallow soils and granite bedrock that are prone to landslides qualifies this project for DEQ authorization under VA Code to require submittal of a “Project Specific Erosion and Sediment Control Plan”; and

WHEREAS, current Erosion and Sediment Control and Stormwater Management regulations include critical post construction runoff requirements; and

WHEREAS, the Freedom of Information Act can be used to obtain public and local government access to such plans, but only if the Virginia DEQ requires the submission of the plans to the agency by the pipeline developer.

NOW, THEREFORE, BE IT RESOLVED, by the Town of Rocky Mount, Virginia that in consideration of the points made above, the Town respectfully requests that:

1. DEQ will require project-specific Erosion and Sediment Control and Stormwater Management Plans for the proposed MVP project that meet all Virginia standards, and that these plans will be made available to the public; and
2. Localities will have the right to review plans, conduct inspections and enforce their local Erosion and Sediment Control Ordinances; and
3. Prior to construction, EQT Midstream Partners and third-party inspectors will be required to meet with local officials to discuss the implementation of the project-specific Erosion and Sediment Control and Stormwater Management Plans and adaptive management plans.

AND BE IT FURTHER RESOLVED, that the Rocky Mount Town Council directs that the Town Manager send a copy of this resolution to Mountain Valley Pipeline, Senator Mark Warner, Senator Time Kaine, and Congressman Robert Hurt and representatives as applicable.

This resolution shall become effective immediately upon its adoption.

TOWN OF ROCKY MOUNT, VIRGINIA

By: _____
Steven C. Angle, Mayor

The undersigned clerk of the Town of Rocky Mount, Virginia hereby certifies that the foregoing instrument constitutes the true and correct resolution duly adopted at a meeting of the Town Council held on December 14, 2015. I hereby further certify that a quorum was present for the meeting and that the minutes of such meeting reflect the attendance of the members, and the voting on the foregoing resolution was as follows:

MEMBERS	ATTENDANCE	VOTE
Bobby M. Cundiff		
P. Ann Love		
Robert L. Moyer		
Jon W. Snead		
Billie W. Stockton		
Gregory B. Walker, Vice Mayor		
Steven C. Angle, Mayor		

WITNESS MY HAND and the seal of the Town of Rocky Mount, Virginia, this the 14th day of December, 2015.

(SEAL)

By: _____
Amy D. Gordon, Acting Town Clerk

ITEM(S) TO BE CONSIDERED UNDER:

- Hearing of Citizens Consent Item Old Business New Business
 Committee Report Other

FOR COUNCIL MEETING DATED: _____

STAFF MAKING REQUEST:	Matthew C. Hankins, Assistant Town Manager
BRIEF SUMMARY OF REQUEST:	Please see attached memorandum regarding details on the property at 100 Goodview Street and three additional properties found to be a nuisance in the Town of Rocky Mount.
ACTION NEEDED:	Authorize public notice to pursue nuisance claims and approve or deny the use of Town demolition funds for 100 Goodview Street.

Attachment(s):

FOLLOW-UP ACTION:
(To be completed by Town Clerk)

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TOWN COUNCIL
STEVEN C. ANGLE, MAYOR
GREGORY B. WALKER, VICE MAYOR

BOBBY M. CUNDIFF BOBBY L. MOYER
P. ANN LOVE JON W. SNEAD
BILLIE W. STOCKTON

MATTHEW C. HANKINS
Assistant Town Manager
Director, Community Development

MEMORANDUM

To: Mayor Angle & Members of Town Council
C. James Ervin, Town Manager

From: Matthew C. Hankins
Community Development Director *see*

Date: December 8, 2015

Re: Staff initiating nuisance claims against property owners

Council:

The Community Development Staff maintains a list of problem properties developed through our normal observation, citizen complaints, police and fire calls and council complaints.

We requested that the Franklin County Building Inspector examine the nine properties on that list to determine whether to pursue nuisance or hazard complaints against the property owners.

Of the nine, the Building Inspector found three to meet the definition of nuisance under Virginia Code 15.2-900 and -906.

The three properties found to be nuisances include:

115 Wilson Street
360 Patterson Avenue
380 Patterson Avenue

Additionally, while the six others do not currently meet all of the required findings under state code, the 80 percent majority property owner of 100 Goodview has tentatively consented to allow the Town to tear down the property if no costs are assessed against the owner, pending approval of the 20 percent minority owner.

Town staff has expended none of the current annual budget funds allocated to eliminating blighted properties.

Staff respectfully requests that council:

Permit the staff to give public notices necessary to pursue nuisance claims against the property owners of the three properties found by the building inspector to pose hazards to the public health, welfare and safety.

Determine whether to proceed with a voluntary demolition of 100 Goodview at Town cost.